

Claude3 Opus Sales Report
Superstore, '17 vs '18
Prepared: 05 April 2024

This report uses charts designed according to the International Business Communication Standards (IBCS) to ensure clarity, consistency, and information density.

Key elements:

1. **Consistent chart design:** All charts follow a uniform design, making it easier for readers to understand and compare data across different visualizations. This includes consistent use of fonts, sizes, and positioning of elements.
2. **Simplified and focused content:** Charts are designed to be easily readable, with a focus on essential information. Unnecessary decorative elements are avoided to maintain clarity.
3. **Proper labeling and titling:** Each chart includes clear, descriptive titles and labels to ensure that the data is easily understood without additional context.
4. **Standardized notation:** IBCS-compliant charts use standardized notation for elements such as time periods, units, and scenarios, making the information more accessible and comparable.

The following conventions are used throughout the report:

- **Black** represents actual values for the current year
- **Grey** represents data from the previous year
- **Red** indicates negative or "bad" performance
- **Green** indicates positive or "good" performance
- **"PY"** is used to denote the previous year values
- **"AC"** refers to the actual current year values
- **Underscore "_"** is used to represent year-to-date data
- **Tilde "~"** indicates a rolling year or 12-month period

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Superstore's Impressive Growth

The superstore achieved an impressive 20.4% sales growth from 2017 to 2018, thanks to changes in product mix and quantity sold. The Technology category, Consumer segment, and West and East regions were the biggest contributors to this growth. However, the gross margin percentage dropped from 13.4% to 12.7%, primarily due to declines in Furniture and Office Supplies, despite Technology's strong performance.

Top Performers and Profitability

Technology is the superstore's top-performing category, with the Consumer segment dominating sales across categories and regions. The Home Office segment had the highest sales growth in 2018, driven by premium shipping options. While Technology is the most profitable category overall, Furniture and Home Office have lower margins, with Home Office even showing a loss.

Data-Driven Insights

The superstore's sales data reveals diverse performance across sub-categories and regions, with the West region leading in both sales and profitability. Notably, 80% of sales come from just 16.9% of cities, and 79% from the top 19% of manufacturers, indicating potential risks and growth opportunities. Manufacturers specialize in distinct categories with minimal overlap, suggesting exclusivity or specialization within the superstore's offerings.

Positive Trends and Growth Drivers

The company has demonstrated impressive sales growth, with a 14.4% CAGR from 2015 to 2018, driven by both customer retention and effective management of lost customers. Gross margins have outpaced discounts, growing at a 23.6% CAGR, indicating strong cost management and pricing strategies. All product categories and shipping modes have seen positive growth, with Technology, Office Supplies, and faster shipping options leading the way.

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At a glance: The superstore's sales grew by 20.4% from 2017 to 2018, driven by changes in product mix and quantity sold, with the Technology category, Consumer segment, and West and East regions being the biggest contributors. However, the company's gross margin percentage fell from 13.4% to 12.7%, mainly due to declines in Furniture and Office Supplies, despite Technology's growth. While most categories and manufacturers showed strong sales growth, especially in Technology and Office Supplies, 'Global' Office Supplies sales declined, indicating a need for strategic adjustments. Pages 8 to 14.

Sales breakdown: The Technology category is the superstore's top performer, with the Consumer segment dominating sales across categories and regions. The Home Office segment had the highest sales growth in 2018, driven by premium shipping options, while the Consumer segment is the most profitable in terms of gross margin percentage. Technology is the most profitable category overall, but Furniture and Home Office have lower margins, with Home Office even showing a loss. Pages 16 to 24.

Data insights: The superstore's sales data reveals diverse performance across sub-categories and regions, with the West region dominating in sales and profitability. The store's sales are highly concentrated, with 80% coming from just 16.9% of cities and 79% from the top 19% of manufacturers, indicating potential risks and growth opportunities. Manufacturers specialize in distinct categories with minimal overlap, suggesting exclusivity or specialization within the superstore's offerings. Pages 26 to 32.

Trends: The company has shown impressive sales growth, with a 14.4% CAGR from 2015 to 2018, driven by both customer retention and effective management of lost customers. Gross margins have outpaced discounts, growing at a 23.6% CAGR, indicating strong cost management and pricing strategies. All product categories and shipping modes have seen positive growth, with Technology, Office Supplies, and faster shipping options leading the way. Pages 34 to 39.

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The superstore's sales grew by 20.4% from 2017 to 2018, driven entirely by changes in the quantity and mix of products sold, suggesting the effectiveness of the company's strategy to adjust product offerings and pricing (p.11). The Technology category and Consumer segment were the biggest contributors to the 2018 sales, with the West and East regions being the most profitable (p.9). Standard Class shipping was the preferred method, and customers showed diverse product preferences across sub-categories (p.9).

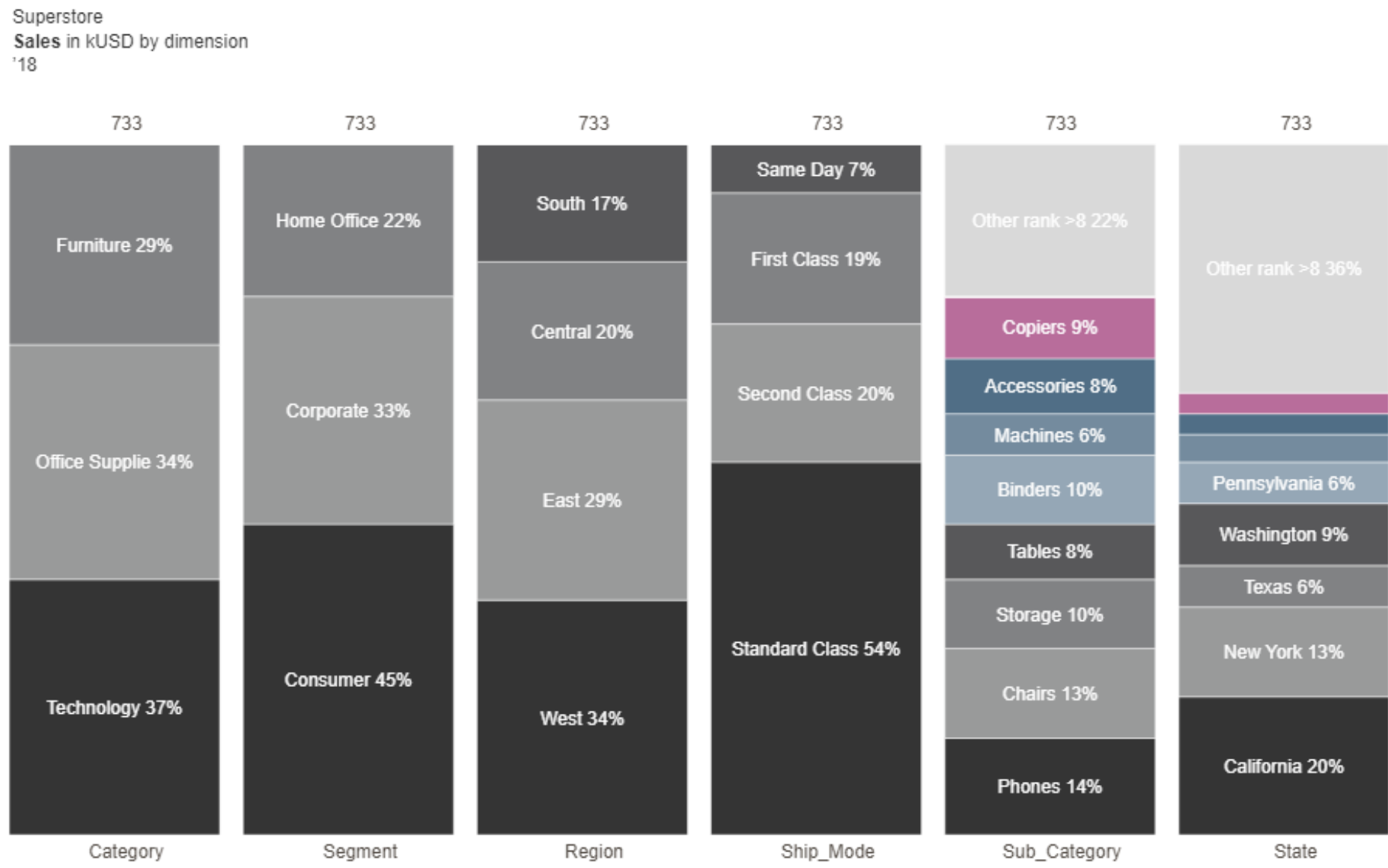
The Technology and Office Supplies categories were the most profitable for the superstore in 2018, with the Consumer segment being the primary source of gross margin (p.10). Copiers stood out as the most profitable sub-category, while Machines, Tables, and several states had negative margins, indicating potential issues with pricing, cost, or both (p.10).

Sales performance varied across regions, with the West, East, and South regions growing due to Units & Mix, while the Central region saw a slight decrease (p.12). The West region drove the most sales growth, and the Central region's decline suggests areas for improvement or market challenges (p.12).

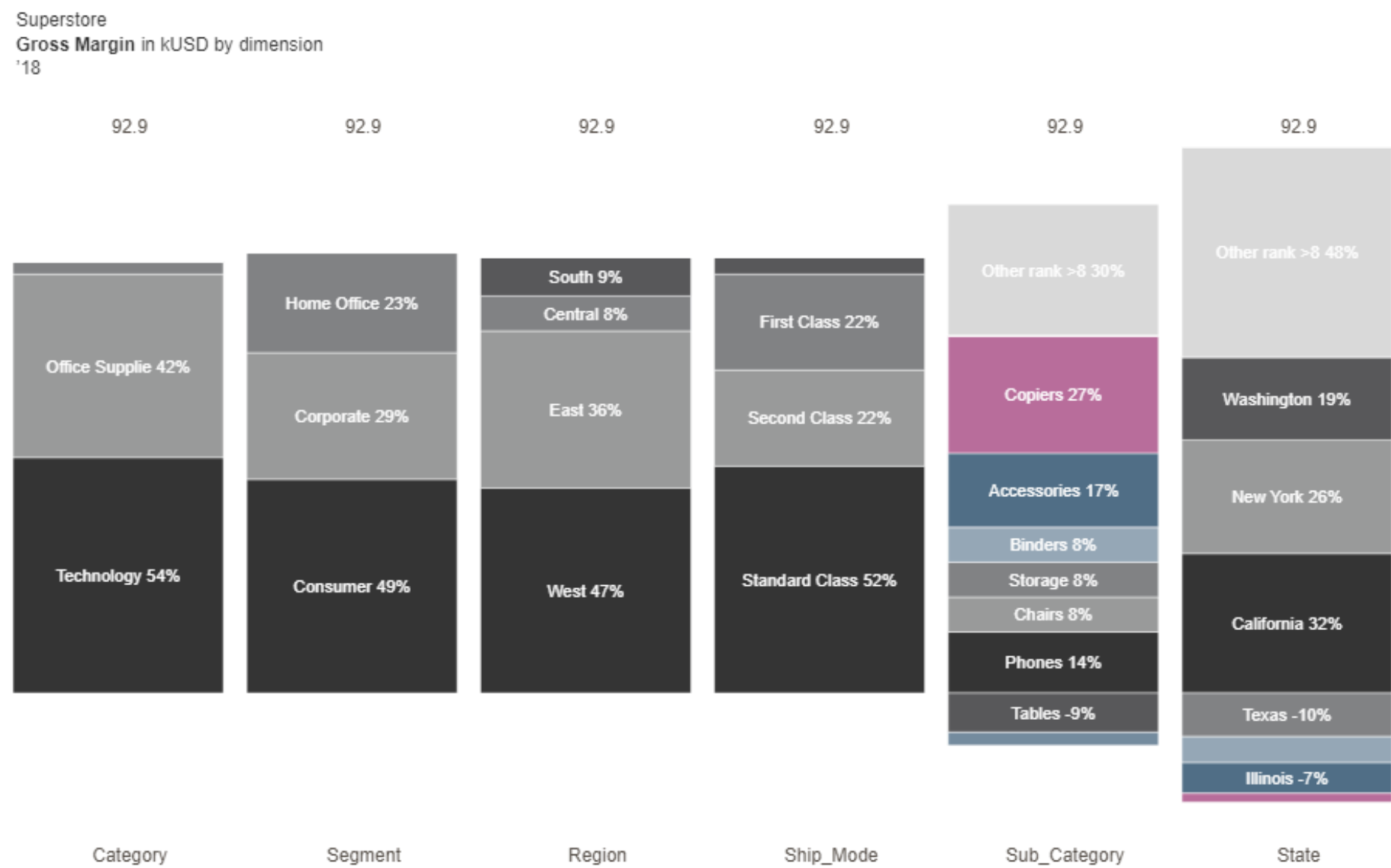
The superstore's gross margin percentage fell from 13.4% in 2017 to 12.7% in 2018, driven by declines in Furniture and Office Supplies, despite growth in Technology (p.13). The company should strategically review Furniture and Office Supplies, potentially applying insights from Technology's success to improve margins (p.13).

Sales grew well across most categories and manufacturers, with 'Other' manufacturers showing strong performance, indicating a competitive market (p.14). Technology and Office Supplies sales grew substantially, especially from lower-ranked manufacturers, suggesting innovation is driving sales (p.14). However, 'Global' Office Supplies sales declined, indicating a need to adjust their strategy to maintain market share (p.14).

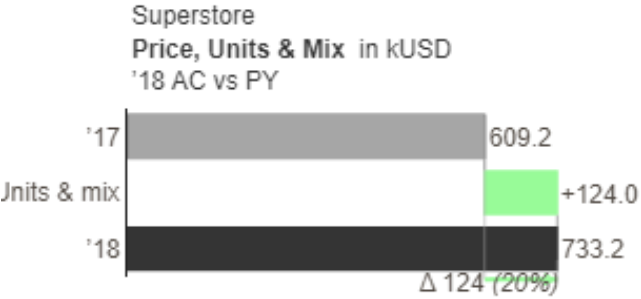
The Technology category and Consumer segment are the biggest contributors to the superstore's 2018 sales. The West and East regions are the most profitable, with Standard Class as the preferred shipping method. Customers have diverse product preferences across sub-categories. Sales are concentrated in California, New York, and Washington, suggesting higher demand or better market penetration in these states.



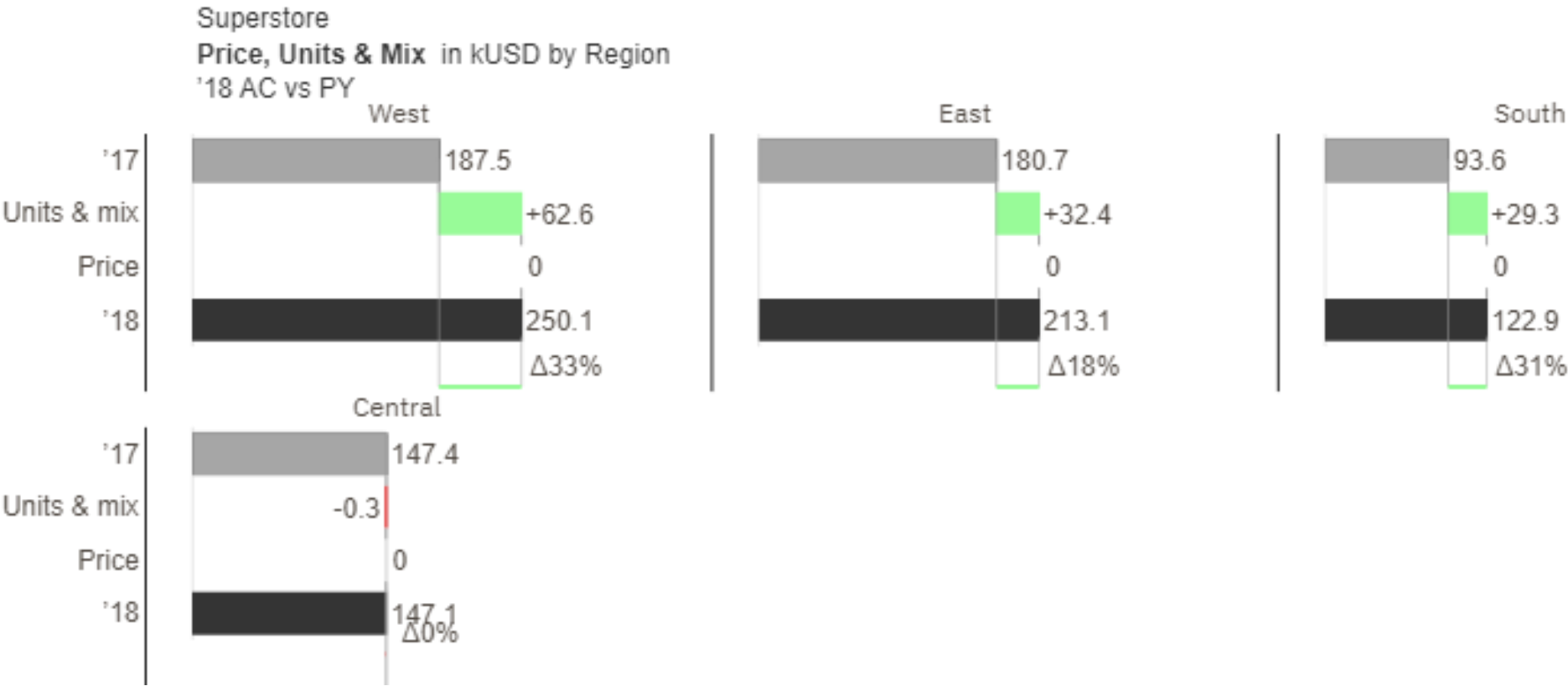
The Technology and Office Supplies categories were the most profitable for the superstore in 2018, with the Consumer segment being the primary source of gross margin. The West and East regions were the most profitable, and Standard Class shipping dominated the gross margin contribution. Copiers stood out as the most profitable sub-category. However, Machines, Tables, and several states had negative margins, suggesting potential issues with pricing, cost, or both.



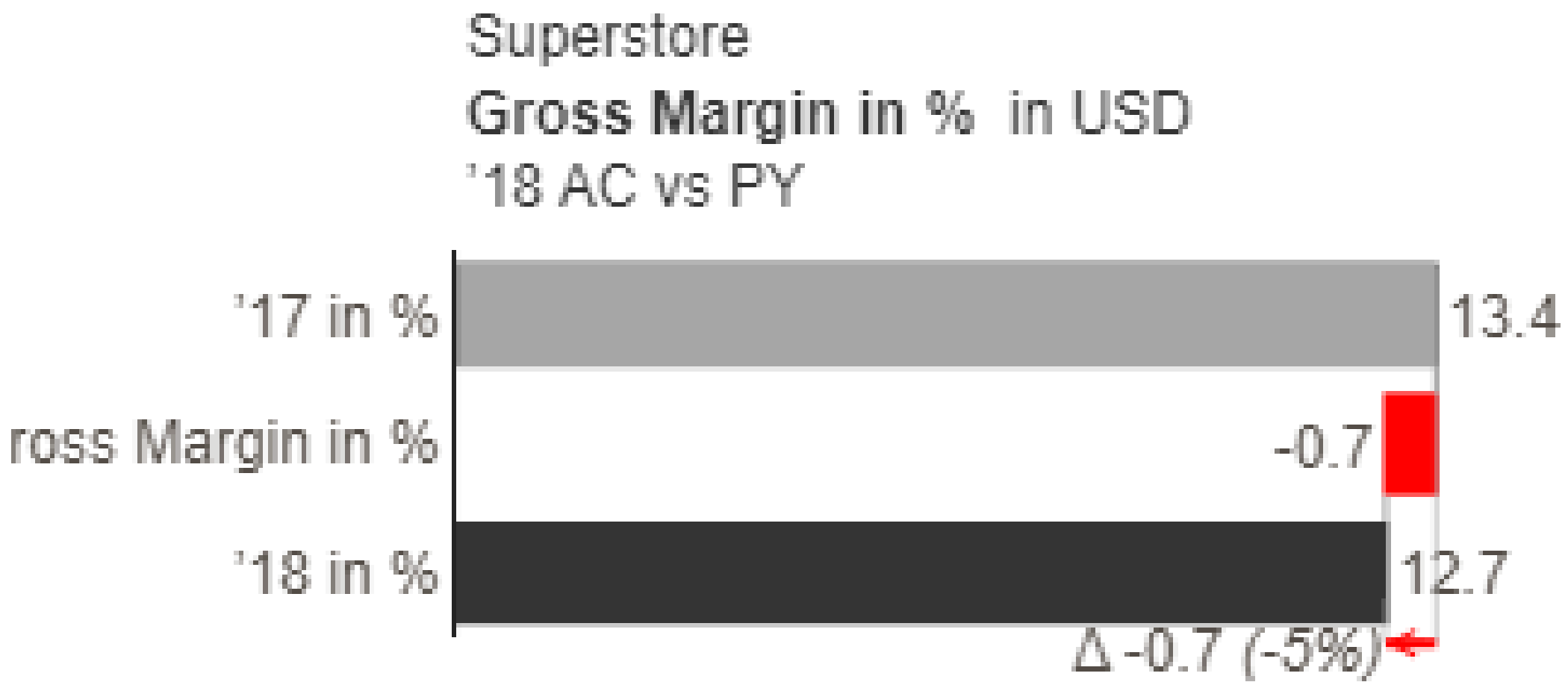
The superstore's sales grew by 20.4% from 2017 to 2018. This growth was entirely driven by changes in the quantity and mix of products sold, suggesting the superstore's strategy of adjusting product offerings and pricing was effective.



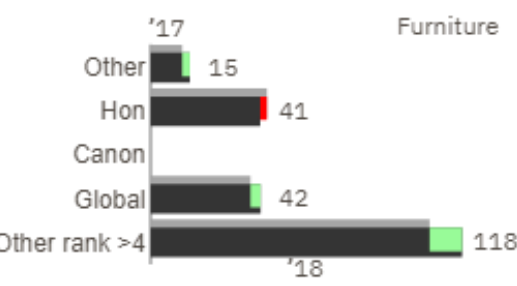
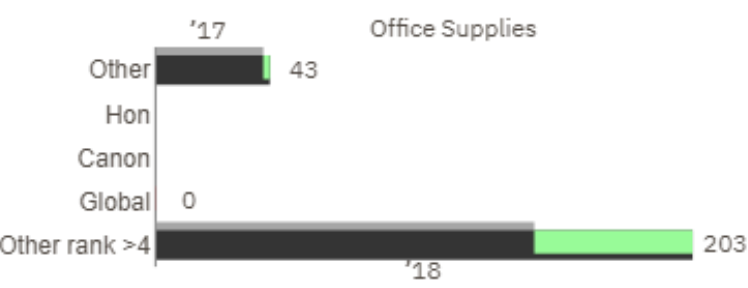
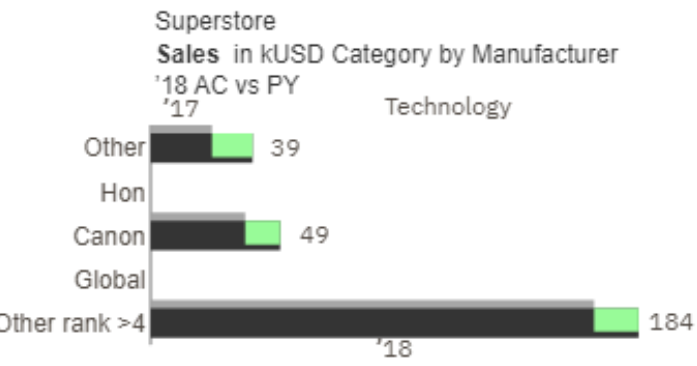
The superstore's sales performance from 2017 to 2018 varied across regions. The West, East, and South regions grew due to Units & Mix. However, the Central region saw a slight decrease. Price variance didn't contribute to the sales variance in any region, suggesting stable pricing. The West region drove the most sales growth, while the Central region's decline indicates potential areas for improvement or market challenges.



The superstore's gross margin percentage fell from 13.4% in 2017 to 12.7% in 2018. Declines in Furniture and Office Supplies drove this reduction, despite growth in Technology. The company should strategically review Furniture and Office Supplies, potentially applying insights from Technology's success to improve margins.



The superstore's sales grew well from 2017 to 2018 in most categories and for most manufacturers. The 'Other' manufacturers did particularly well, showing a competitive market. Technology and Office Supplies sales grew substantially, especially from lower-ranked manufacturers, suggesting innovation is driving sales. However, 'Global' Office Supplies sales declined, so they may need to adjust their strategy to maintain market share.



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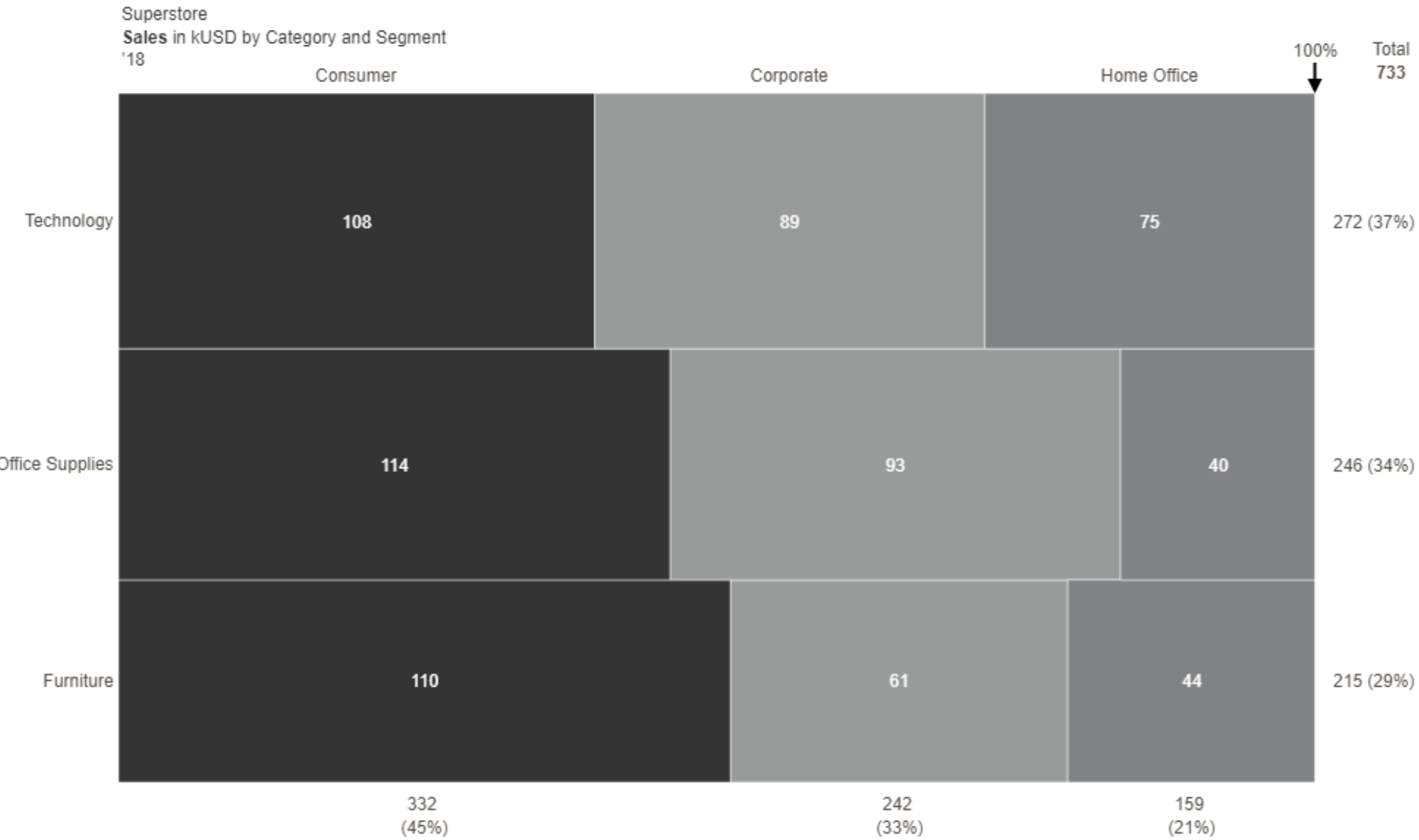
The superstore's Technology category is performing strongly across all segments, with significant growth opportunities, especially in Corporate and Home Office. The Consumer segment dominates across categories and regions, highlighting its importance (p.17, p.18). Office Supplies significantly outsell other categories across all segments, suggesting they are the superstore's best-selling category by a large margin (p.21, p.22).

The Home Office segment had the highest sales growth in 2018, while Consumer had the lowest, below the Superstore's average (p.19). Shipping options are a key factor in sales growth across different market segments, with premium shipping options strongly correlating with higher sales growth rates. The Home Office segment shows the most robust sales growth across different shipping modes (p.20).

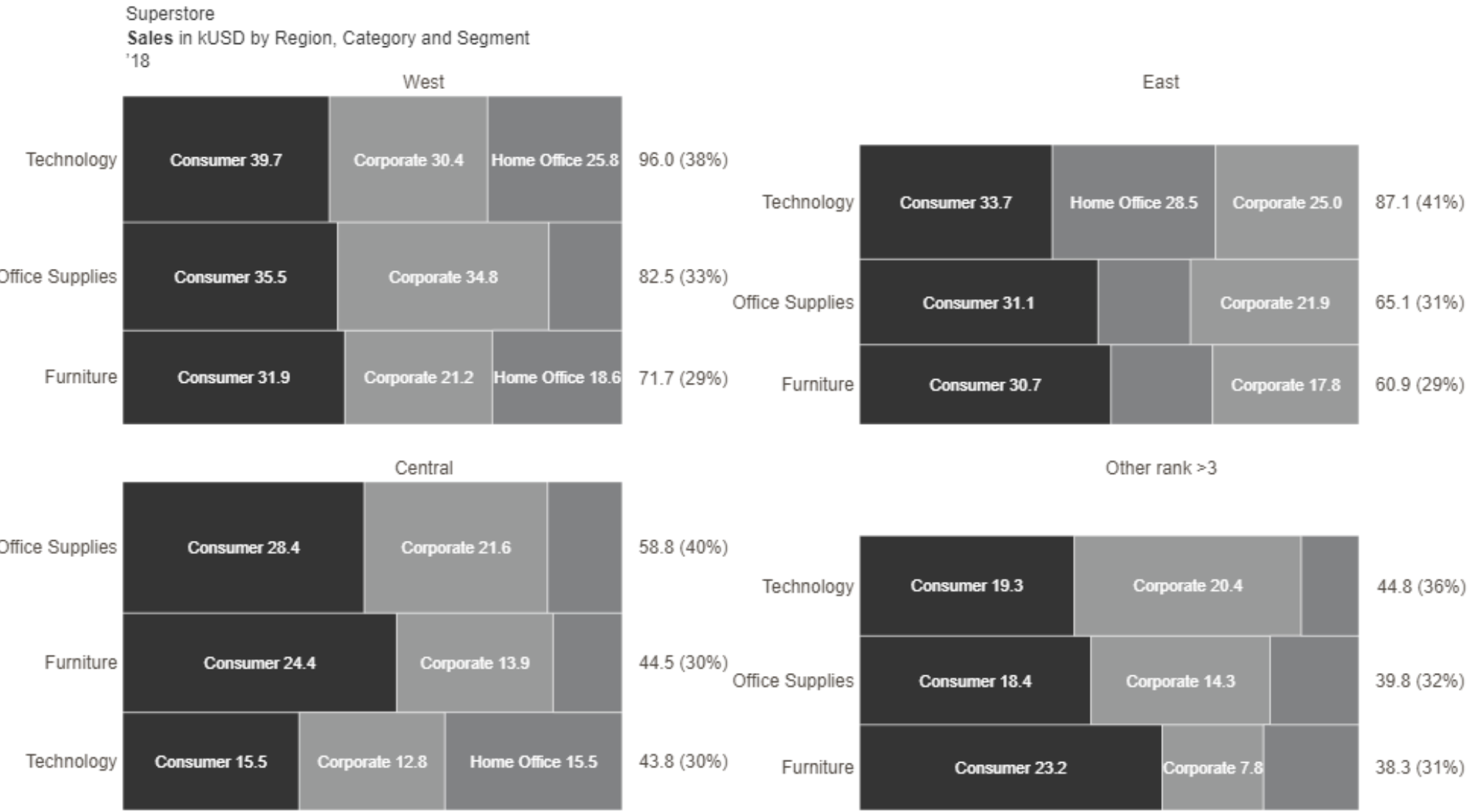
The Consumer segment has the highest sales revenue and gross margin among the three segments. It also has the highest gross margin percentage, making it the most profitable in terms of efficiency. The Corporate segment has the lowest gross margin percentage, indicating it is the least efficient in converting sales into gross margin (p.23).

Technology is the most profitable category, with the highest Gross Margin % and substantial sales, leading to the highest gross margins. Furniture has the lowest Gross Margin % across all categories. Home Office even shows a negative Gross Margin %, indicating a loss. The Consumer segment performs strongly in Technology and Office Supplies, with the highest sales and gross margins among the segments (p.24).

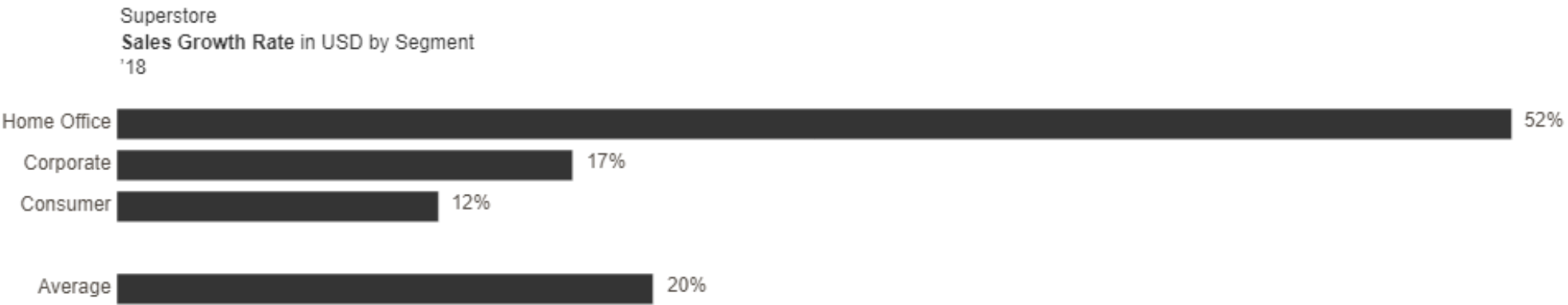
The superstore's Technology category is performing strongly, with significant growth opportunities across all segments, especially Corporate and Home Office. The Consumer segment dominates across categories, highlighting its importance. The sales distribution by category and segment provides a roadmap for targeted strategic initiatives.



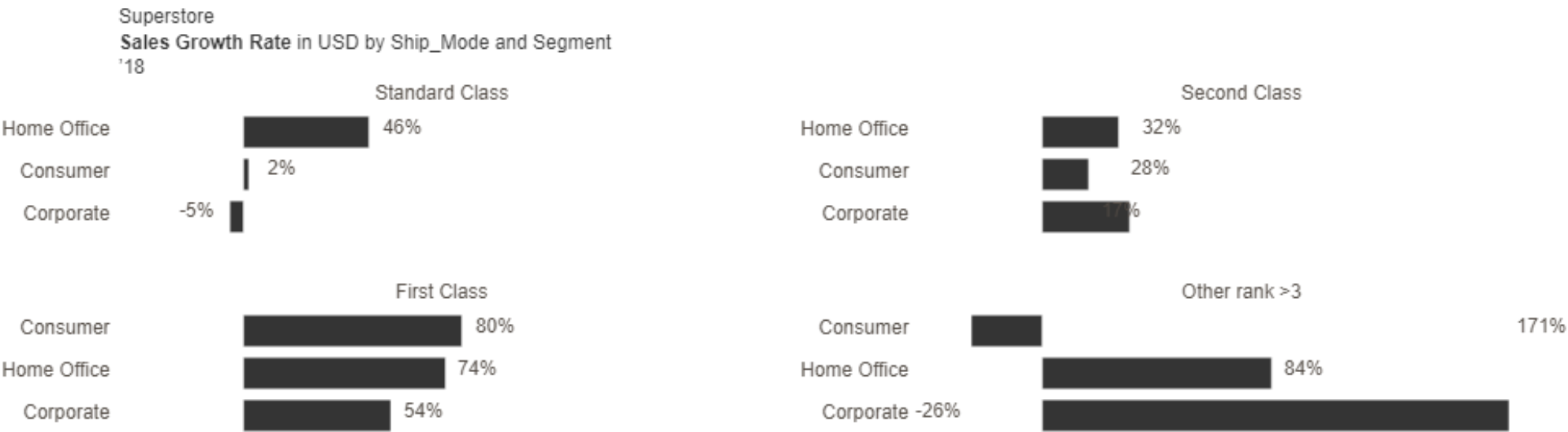
Technology is the top-selling category across all regions, showing strong market demand. In some regions, Home Office contributes significantly, suggesting a potential focus area for targeted marketing. The Consumer segment drives most sales across categories and regions, emphasizing the importance of B2C strategies for the superstore.



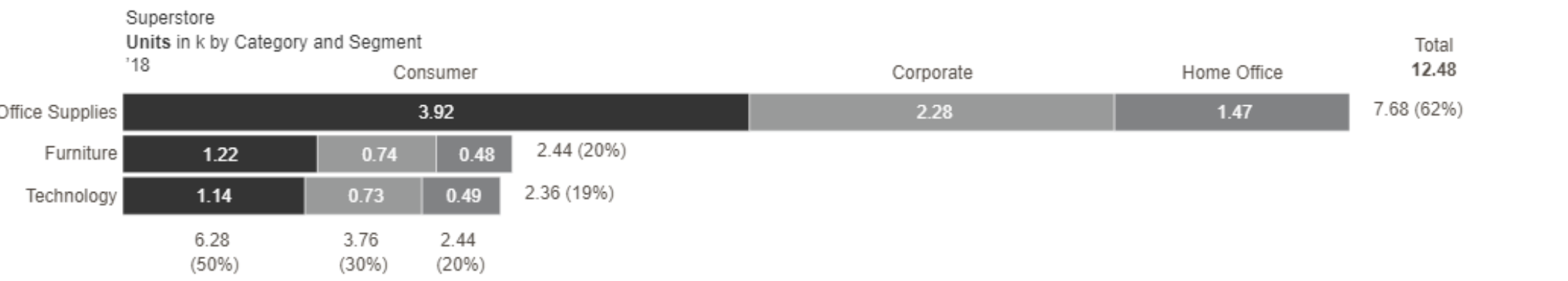
The Home Office segment had the highest sales growth in 2018, while Consumer had the lowest, below the Superstore's average.



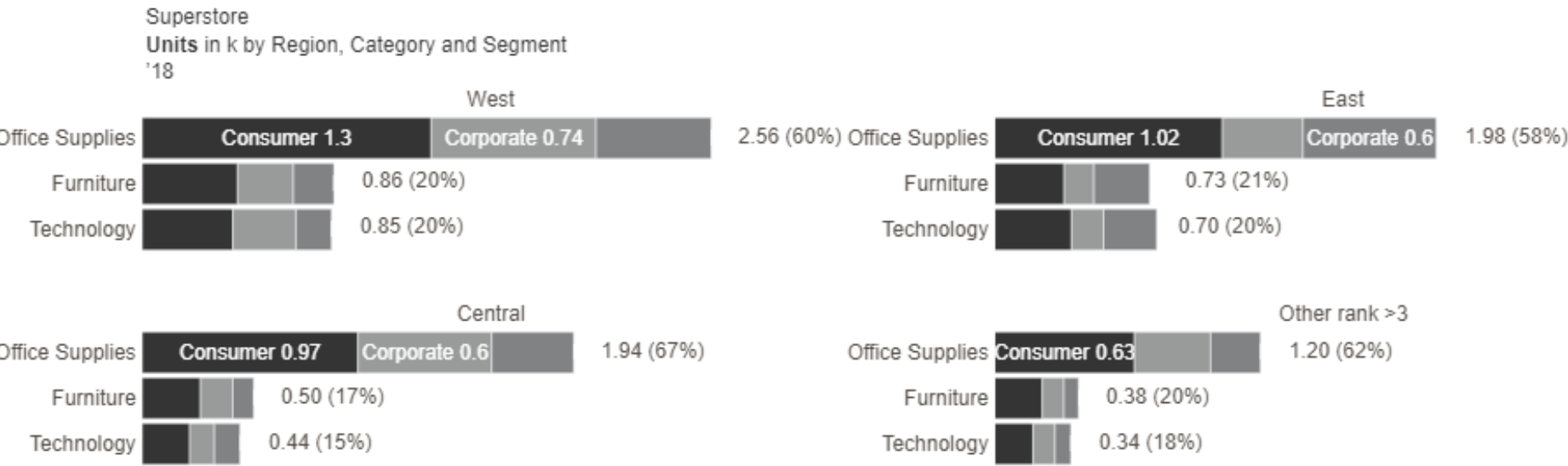
Shipping options are a key factor in sales growth across different market segments. Premium shipping options strongly correlate with higher sales growth rates. The Home Office segment shows the most robust sales growth across different shipping modes, possibly due to higher responsiveness to shipping options or more significant growth potential in this segment.



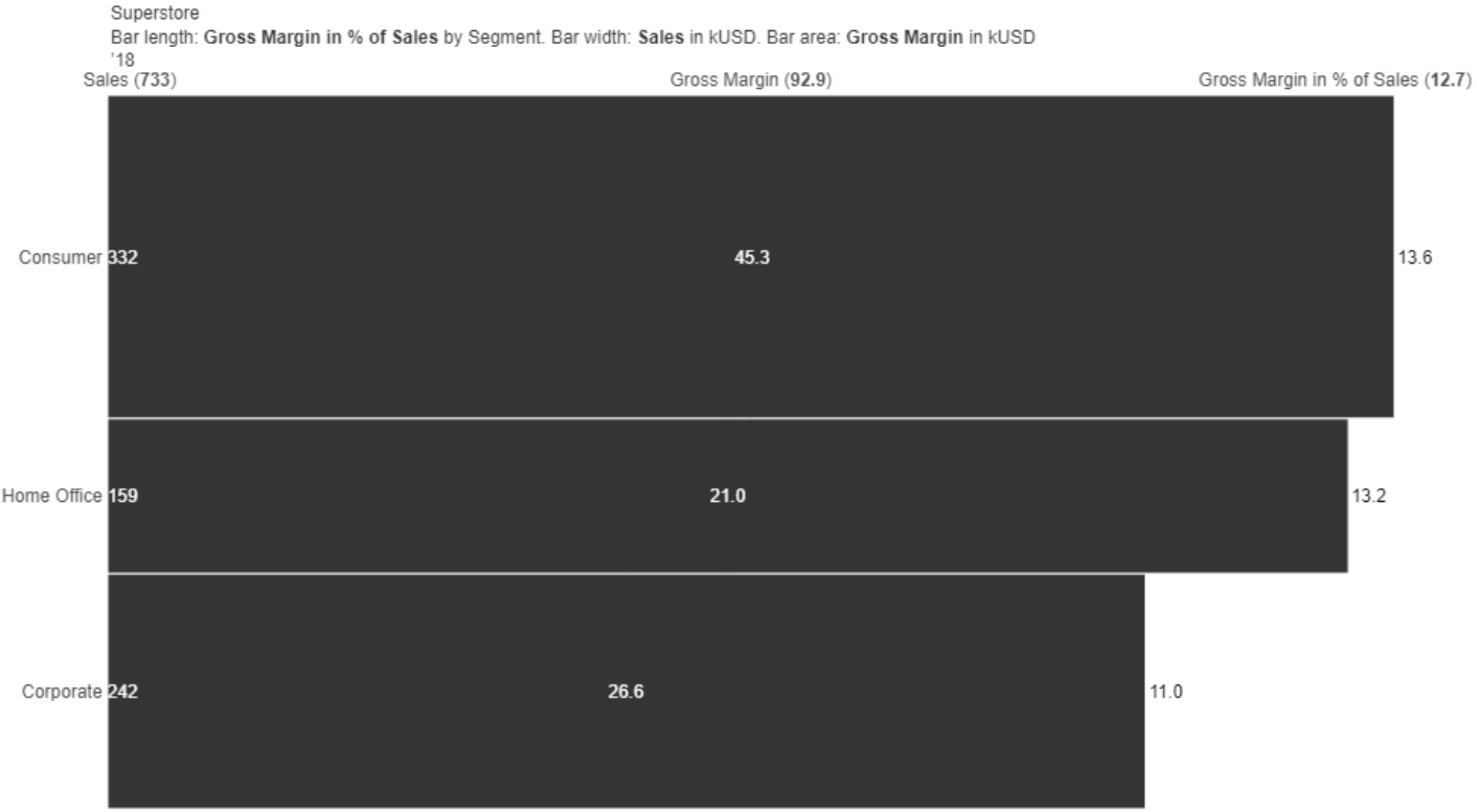
Office supplies significantly outsell other categories across all segments, suggesting they are the superstore's best-selling category by a large margin. The Consumer segment is the largest buyer across all categories, indicating individual consumers are the superstore's main customer base.



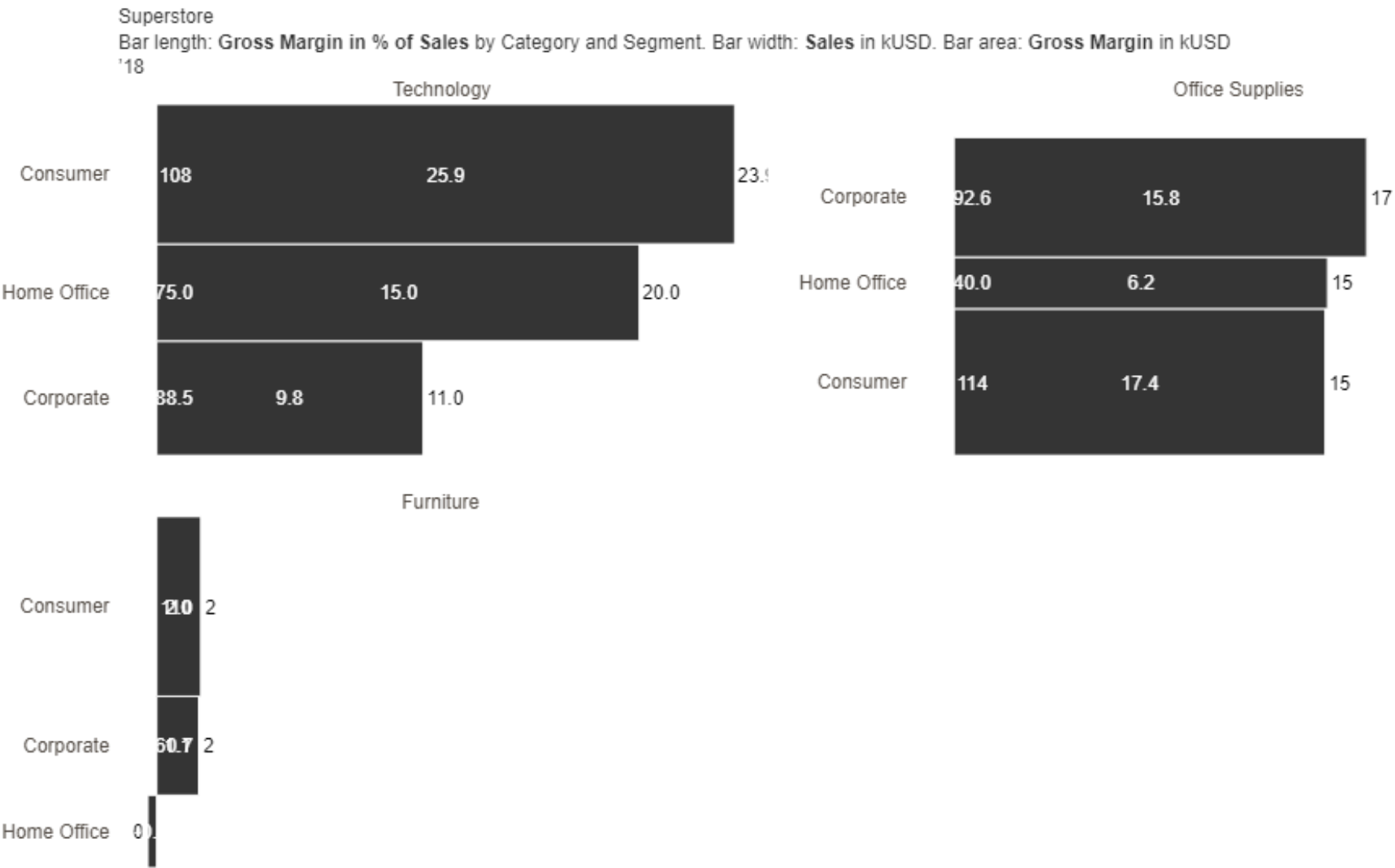
Office Supplies consistently outperform both Furniture and Technology in units sold across all customer segments and regions. This indicates a strong, steady demand for office supplies. The Consumer segment is the largest contributor to sales across all regions and categories, followed by Corporate and then Home Office. The Consumer segment is clearly the primary market for the superstore's products.



The Consumer segment has the highest sales revenue and gross margin among the three segments. It also has the highest gross margin percentage, making it the most profitable in terms of efficiency. The Corporate segment has the lowest gross margin percentage, indicating it is the least efficient in converting sales into gross margin.



Technology is the most profitable category, with the highest Gross Margin % and substantial sales, leading to the highest gross margins. Furniture has the lowest Gross Margin % across all categories. Home Office even shows a negative Gross Margin %, indicating a loss. The Consumer segment performs strongly in Technology and Office Supplies, with the highest sales and gross margins among the segments.



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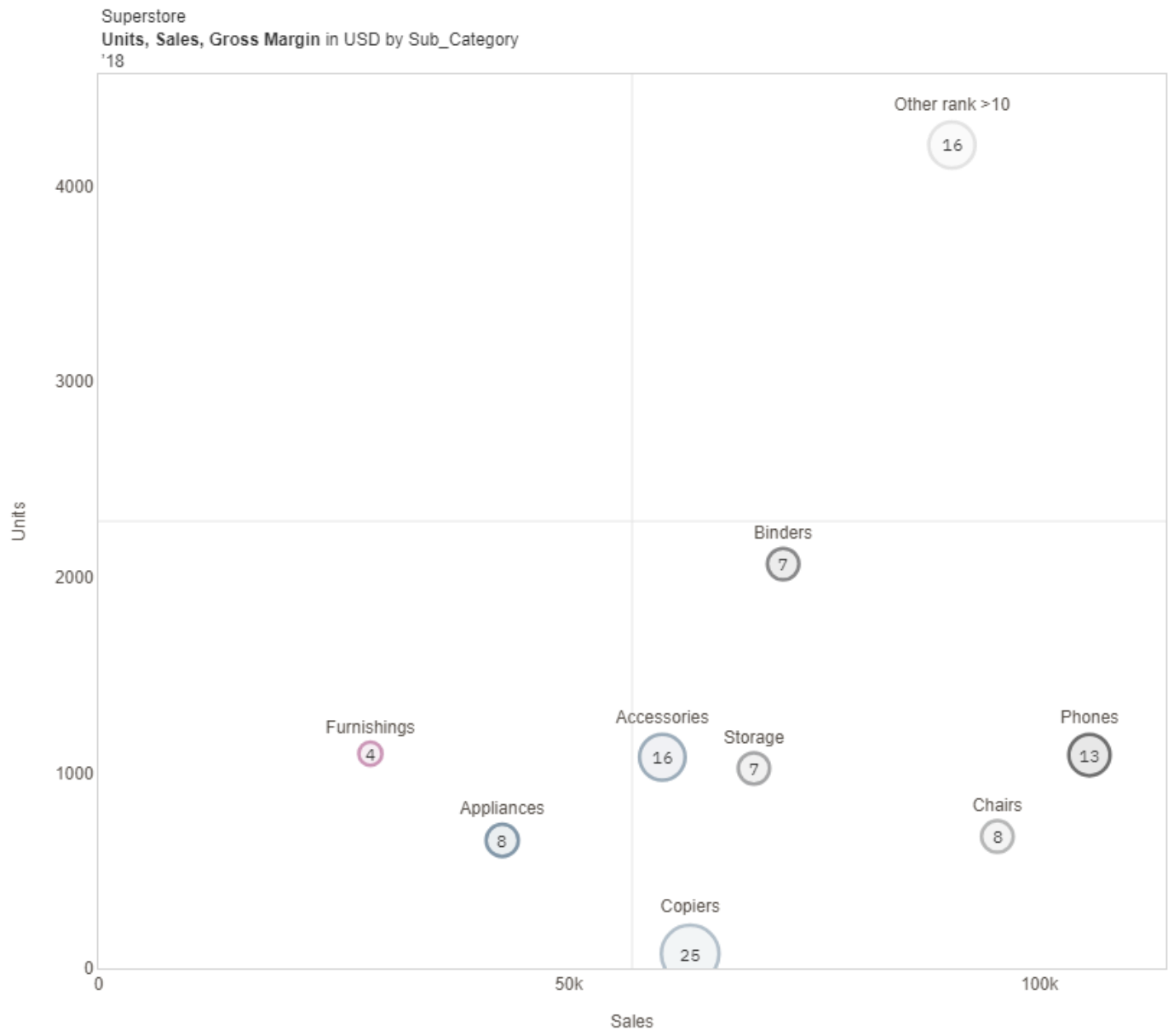
The superstore's sales data reveals diverse performance across sub-categories, with Copiers showing high per-unit profitability, while Phones and Binders succeed through high sales volumes. Accessories stand out with high sales, a relatively high gross margin, and significant unit sales, making them efficient in both revenue and profitability (p.27). Technology items, especially Copiers, have high-value sales and significant gross margins, despite lower unit sales. Office Supplies and Furniture categories show a trade-off, with items like Binders and Chairs selling in higher volumes but with lower gross margins than Technology items (p.28).

The superstore's sales performance varies significantly across regions, with the West region dominating in both sales and units sold, suggesting it's the most significant market. It also has the highest gross margin, indicating more profitable operations. In contrast, the Central and South regions have much lower gross margins, possibly due to lower pricing, higher costs, or less efficient operations (p.29).

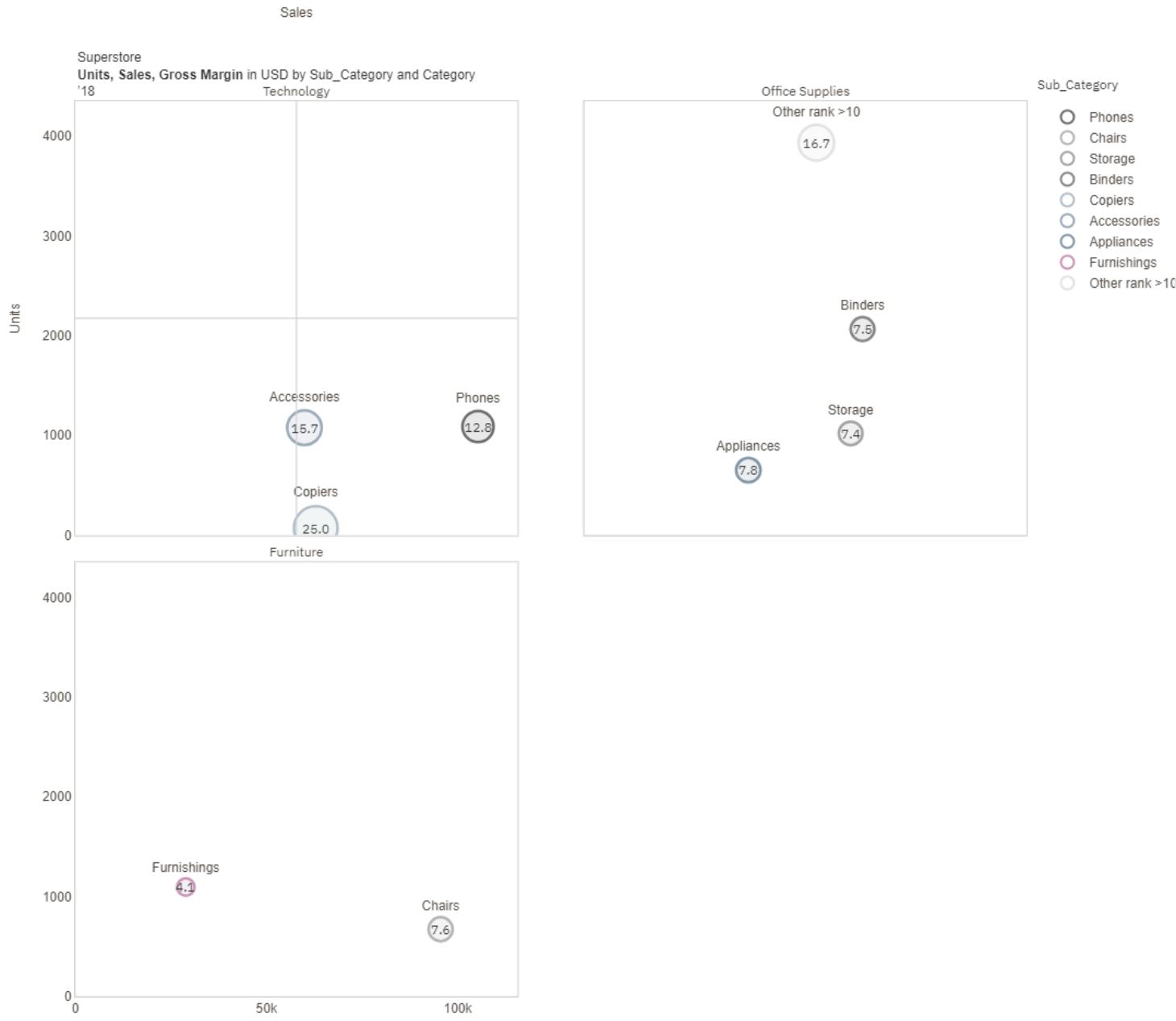
The superstore's sales are highly concentrated, with 80% of sales coming from just 16.9% of cities (Class A). This concentration is risky if these markets face issues. However, 57.4% of cities (Class C) contribute only 5% of sales, showing growth potential with the right strategies (p.30). Similarly, the top 19% of manufacturers (Class A) account for 79% of total sales, but their hold is less pronounced in the number of units moved, suggesting they sell higher-value items or a wider variety of products in smaller quantities (p.31).

Most manufacturers specialize in distinct categories, with minimal overlap. Global overlaps in two categories, while 'Other rank >5' and 'Other' span three different categories. No single category is supplied by all manufacturers, and the size 1 intersections for all combinations suggest exclusivity or specialization among manufacturers within the superstore's categories (p.32).

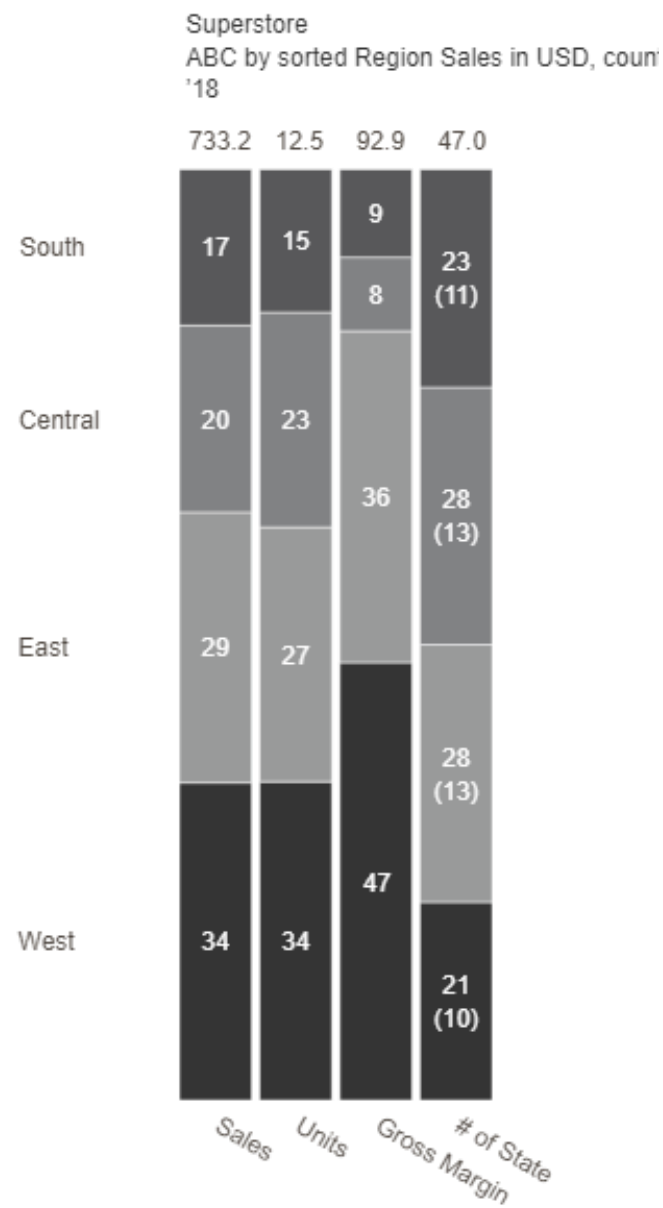
The superstore's 2018 sales data shows diverse performance across sub-categories. Copiers have high per-unit profitability, while Phones and Binders succeed through high sales volumes. Accessories stand out with high sales, a relatively high gross margin, and significant unit sales, making them efficient in both revenue and profitability.



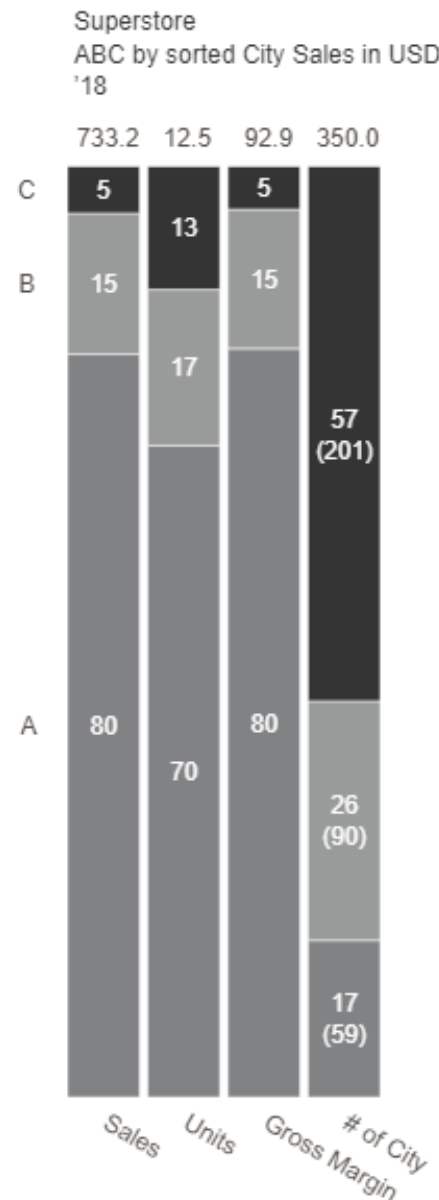
The superstore's sales data reveals that Technology items, especially Copiers, have high-value sales and significant gross margins, despite lower unit sales. Office Supplies and Furniture categories show a trade-off, with items like Binders and Chairs selling in higher volumes but with lower gross margins than Technology items. Focusing on high-margin Technology products could boost profitability, while volume sales in Office Supplies and Furniture balance profitability and sales volume.



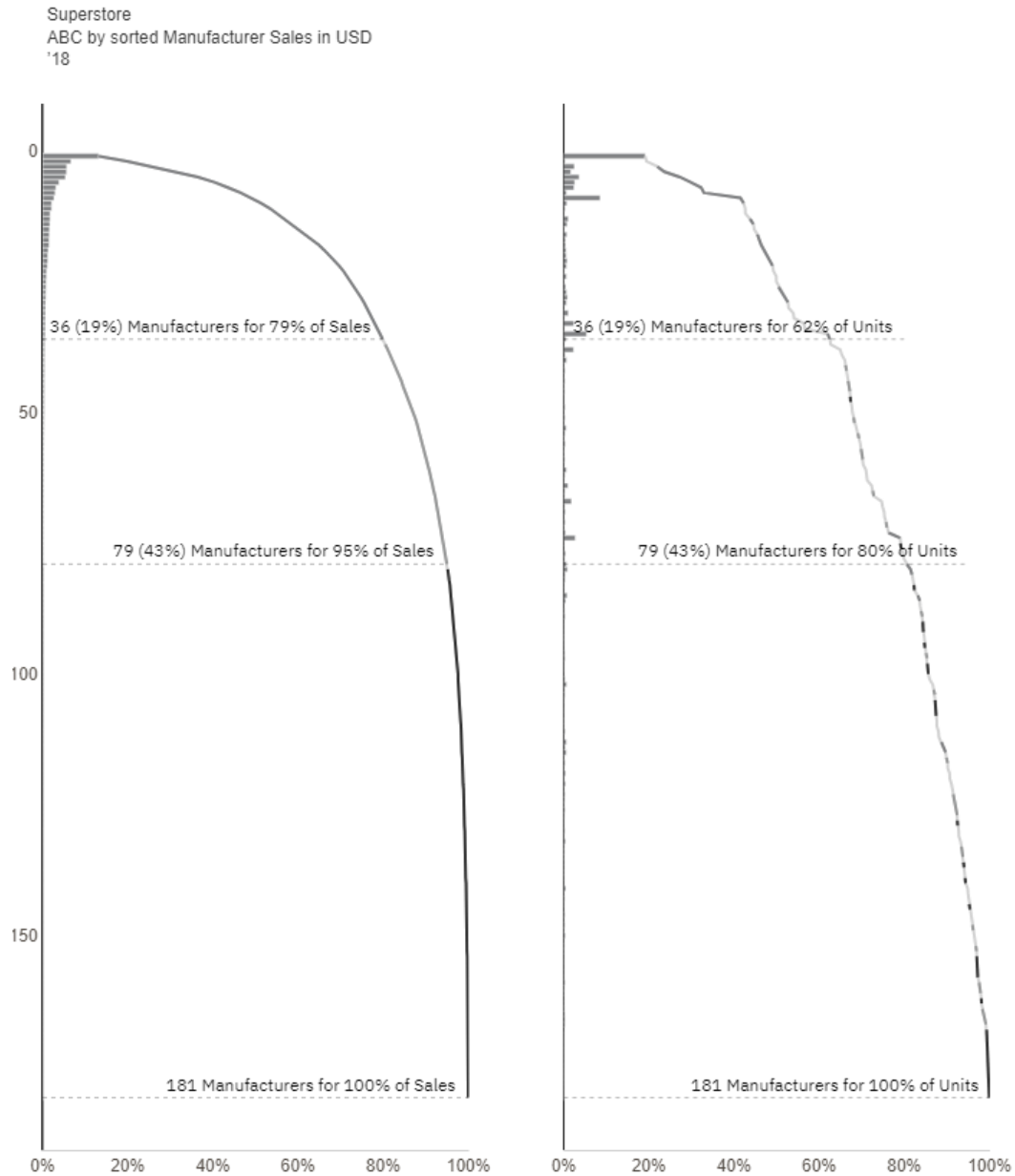
The superstore's sales performance varies significantly across regions. The West region dominates in both sales and units sold, suggesting it's the most significant market. It also has the highest gross margin, indicating more profitable operations. In contrast, the Central and South regions have much lower gross margins, possibly due to lower pricing, higher costs, or less efficient operations. These regions represent areas for potential improvement.



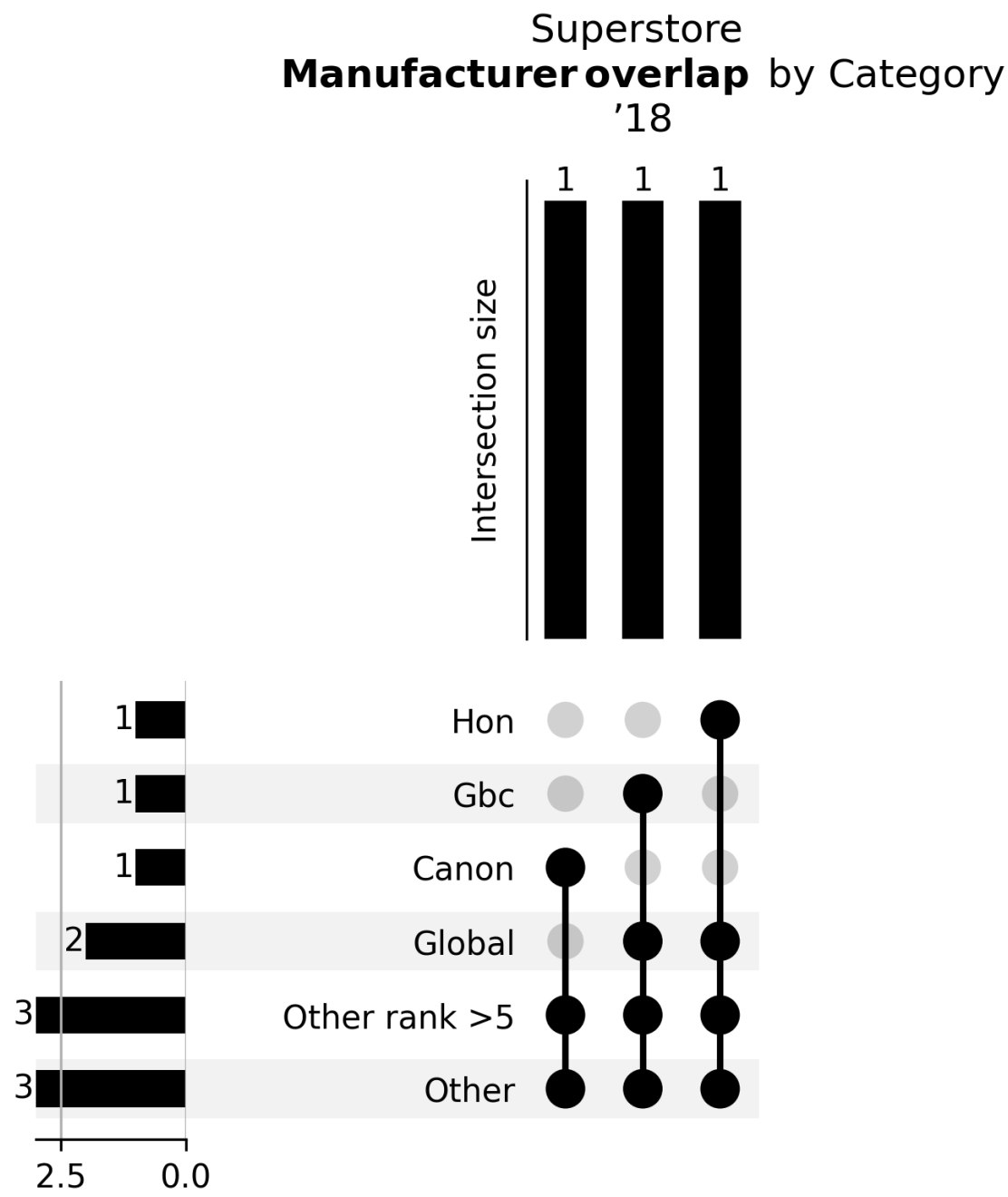
80% of the superstore's sales come from just 16.9% of cities (Class A). This concentration is risky if these markets face issues. However, 57.4% of cities (Class C) contribute only 5% of sales, showing growth potential with the right strategies.



The superstore's sales are intensely concentrated among the top 19% of manufacturers (Class A), who account for 79% of total sales. However, these top manufacturers have a lower proportion of total units at 62%, suggesting they sell higher-value items or a wider variety of products in smaller quantities. This difference indicates that while the top manufacturers dominate sales, their hold is less pronounced in the number of units moved.



Most manufacturers like Hon, Gbc, and Canon specialize in distinct categories, with minimal overlap. Global overlaps in two categories, while 'Other rank >5' and 'Other' span three different categories. No single category is supplied by all manufacturers, and the size 1 intersections for all combinations suggest exclusivity or specialization among manufacturers within the superstore's categories.



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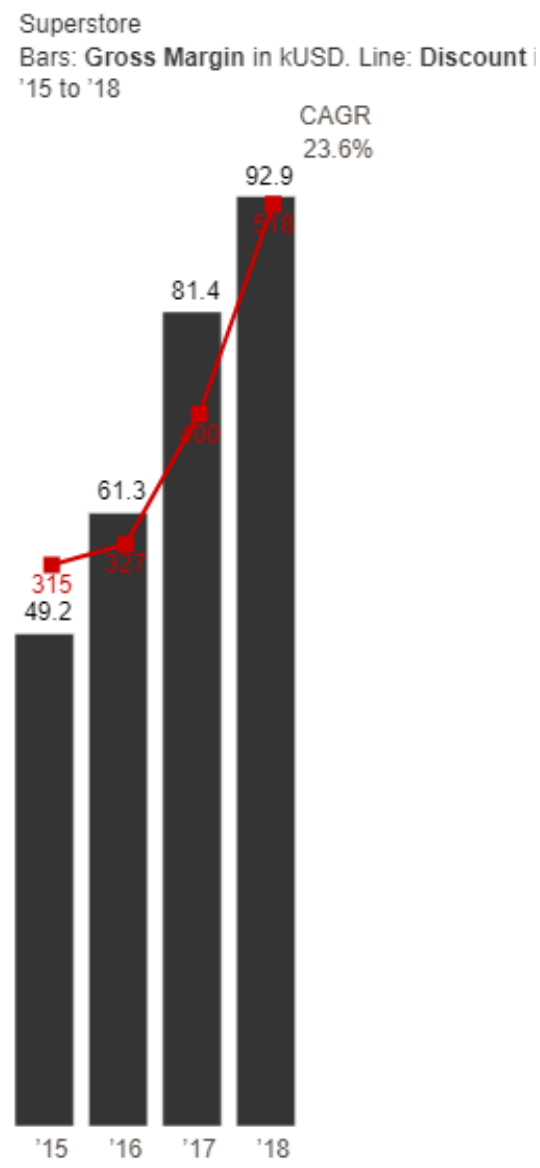
The company has demonstrated strong sales growth, with a CAGR of 14.4% from 2015 to 2018 (p.37, p.38). This growth has been driven by both the retention of active customers, who show a CAGR of 20.4%, and the effective management of lost customer cohorts (p.38). Newer customer groups from 2016 and 2017 have been leading this growth at 11.8% and 11.1% respectively, while the 2015 group continues to contribute significantly but at a more modest rate of 2.8% (p.37).

The business's gross margins have grown at a CAGR of 23.6% from 2015 to 2018, outpacing the increase in discounts (p.35). This suggests effective cost management and pricing strategies, as the company leverages discounts to stimulate sales without significantly eroding profitability (p.35).

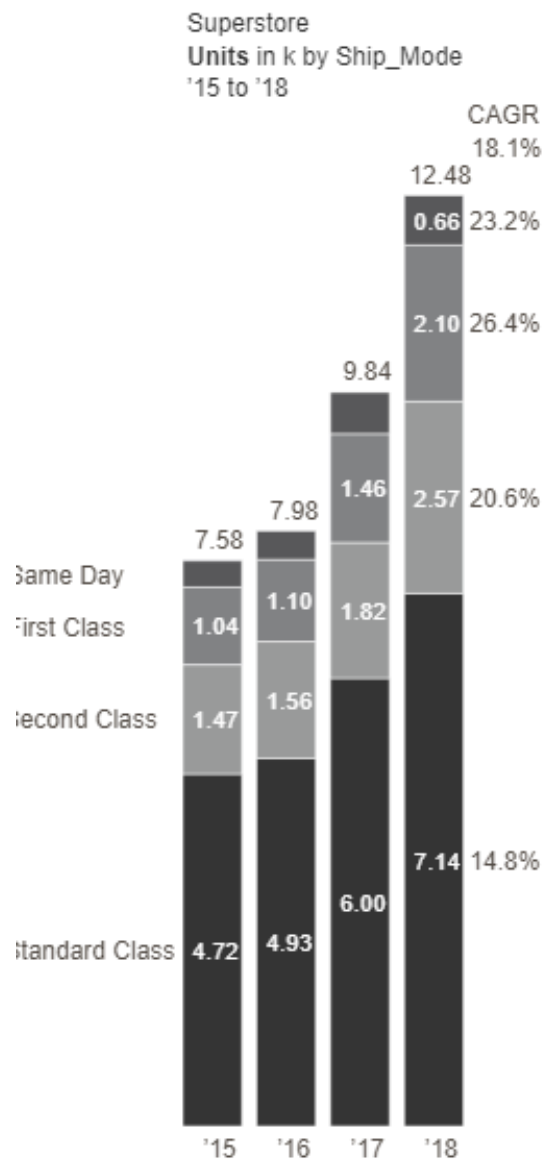
Sales units have grown 18.1% across all shipping modes, with First Class and Same Day shipping seeing the highest growth at 26.4% and 23.2% respectively (p.36). This indicates that customers prefer faster delivery options. However, Standard Class remains the most popular choice, likely due to lower costs (p.36).

All product categories showed positive growth in units sold from 2015 to 2018, with an overall CAGR of 18.1% (p.39). Technology and Office Supplies saw the highest growth rates at 19.4% and 18.9% respectively, suggesting a market shift towards these segments (p.39). Furniture grew at a slower pace with a CAGR of 14.5%, but still represents a stable and consistently growing market (p.39).

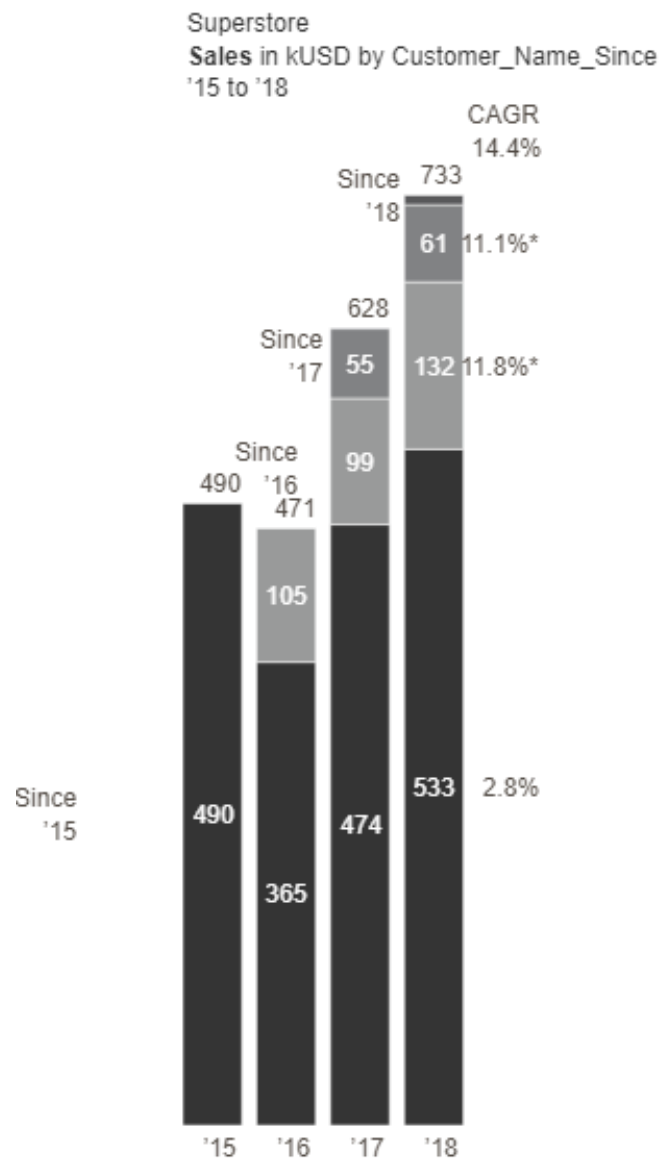
The business's gross margins grew at a CAGR of 23.6% from 2015 to 2018, outpacing the increase in discounts. This suggests effective cost management and pricing strategies, as the company leverages discounts to stimulate sales without significantly eroding profitability.



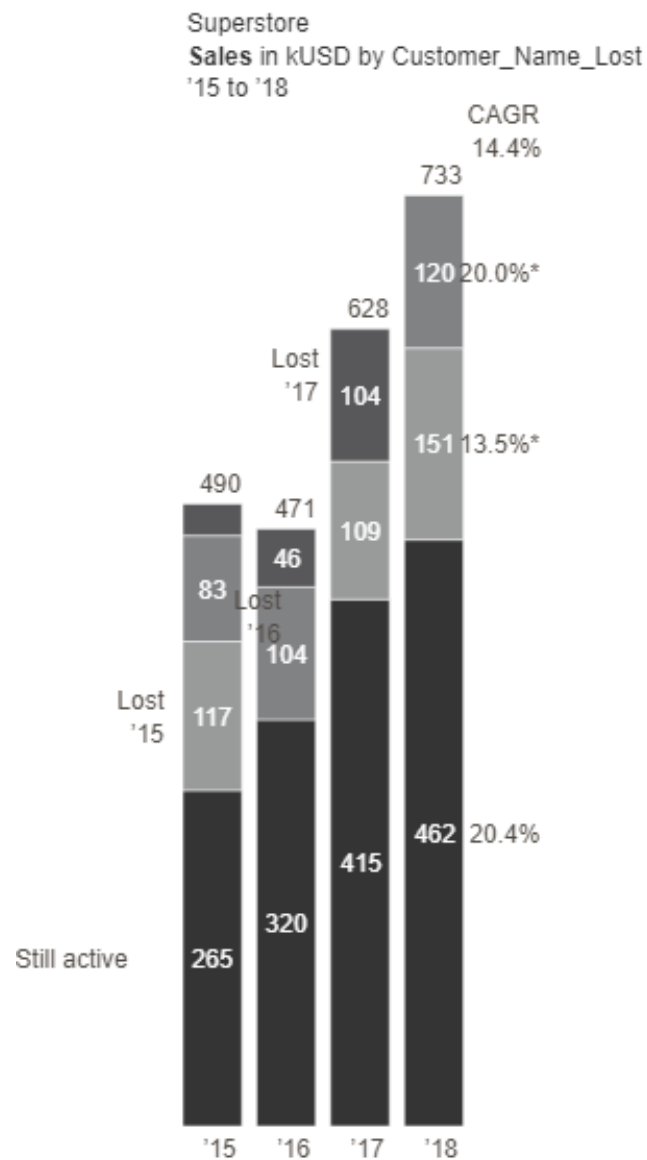
Sales units have grown 18.1% across all shipping modes. First Class and Same Day shipping have seen the highest growth at 26.4% and 23.2% respectively, showing customers prefer faster delivery. But Standard Class remains most popular, likely due to lower costs.



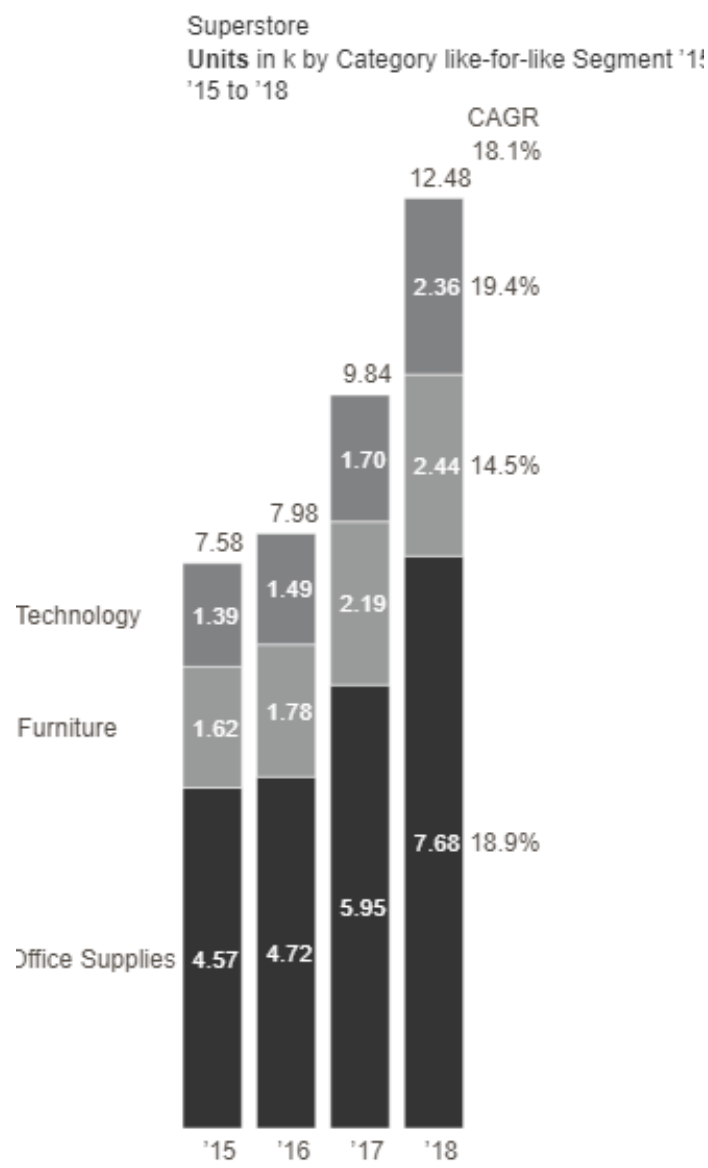
The company's sales are growing at 14.4% per year. Newer customer groups from 2016 and 2017 are leading this growth at 11.8% and 11.1% respectively. The 2015 group is still contributing significantly but growing more modestly at 2.8%.



The company has maintained a strong sales growth trajectory with a CAGR of 14.4%, driven by both the retention of active customers, who show a CAGR of 20.4%, and the effective management of lost customer cohorts. Customers lost in 2015 and 2016 continue to contribute materially to sales, particularly in 2018, despite the impact of customer churn.



All product categories showed positive growth in units sold from 2015 to 2018, with an overall CAGR of 18.1%. Technology and Office Supplies saw the highest growth rates at 19.4% and 18.9% respectively, suggesting a market shift towards these segments. Furniture grew at a slower pace with a CAGR of 14.5%, but still represents a stable and consistently growing market.



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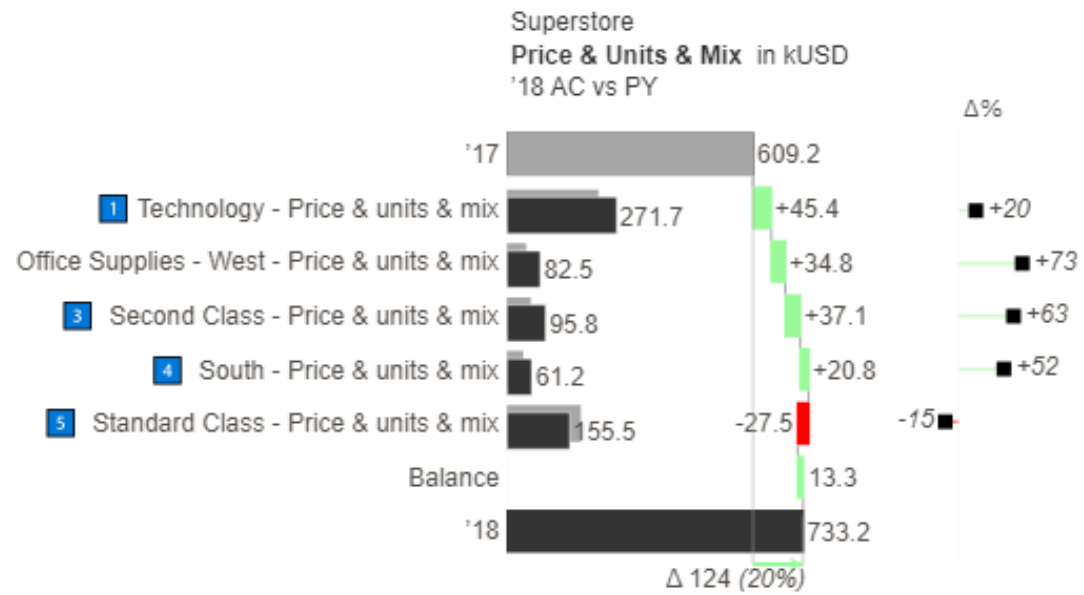
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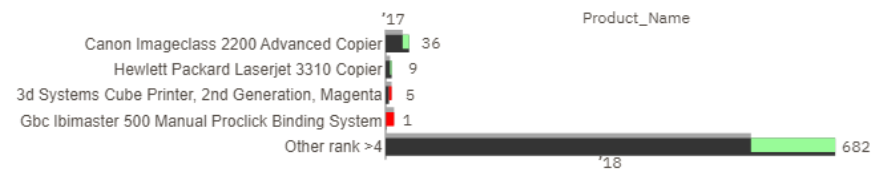
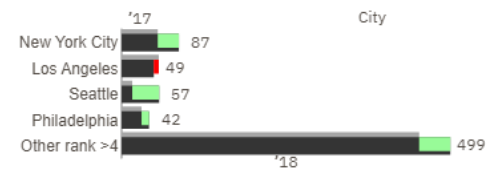
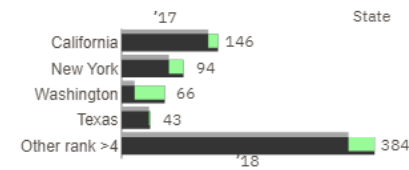
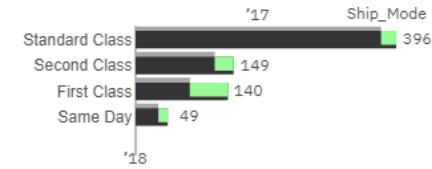
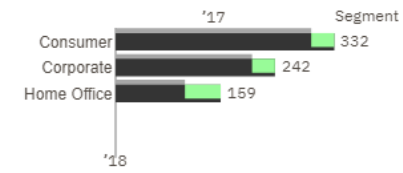
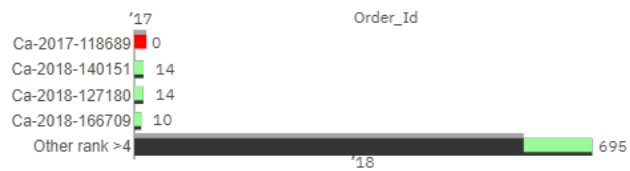
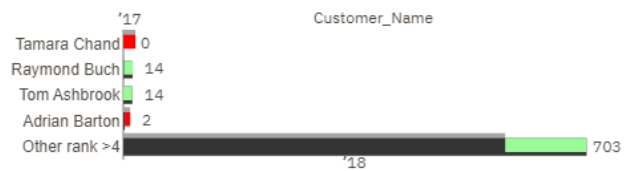
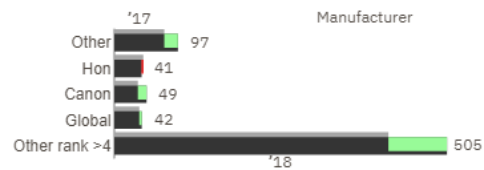
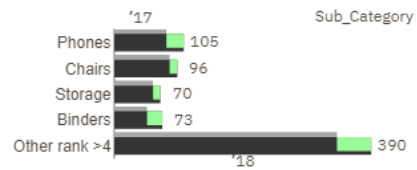
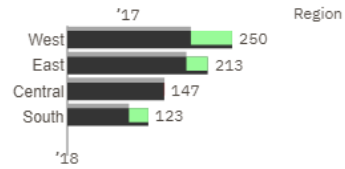
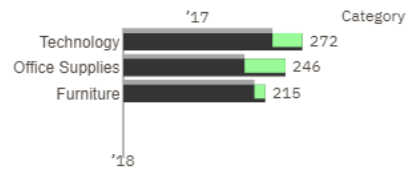
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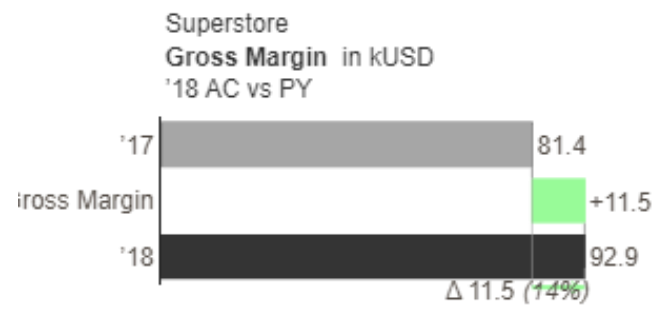
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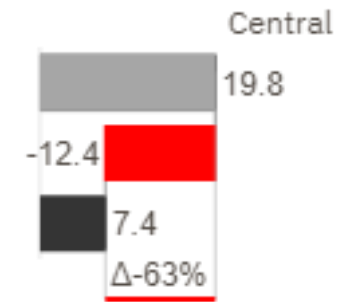
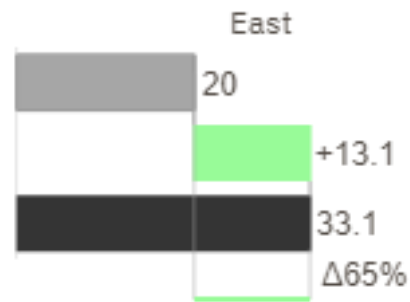
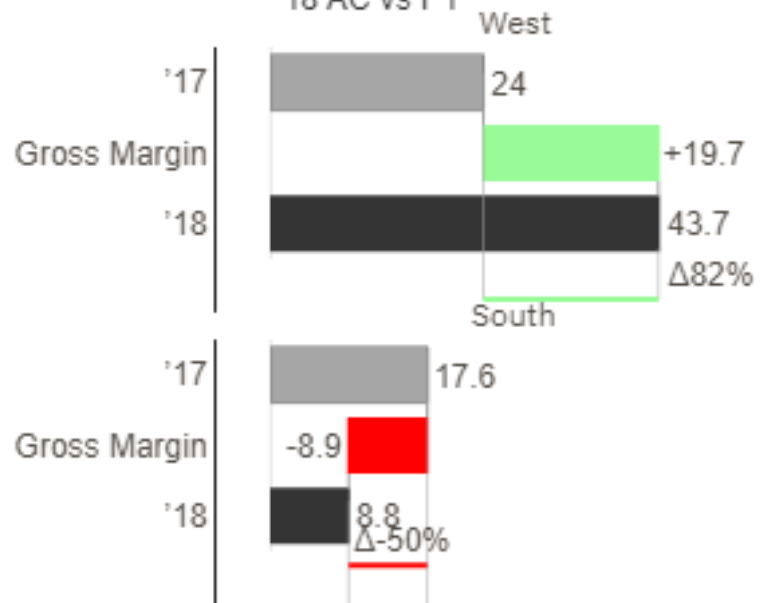


Superstore
Sales in kUSD by dimension
'18 AC vs PY





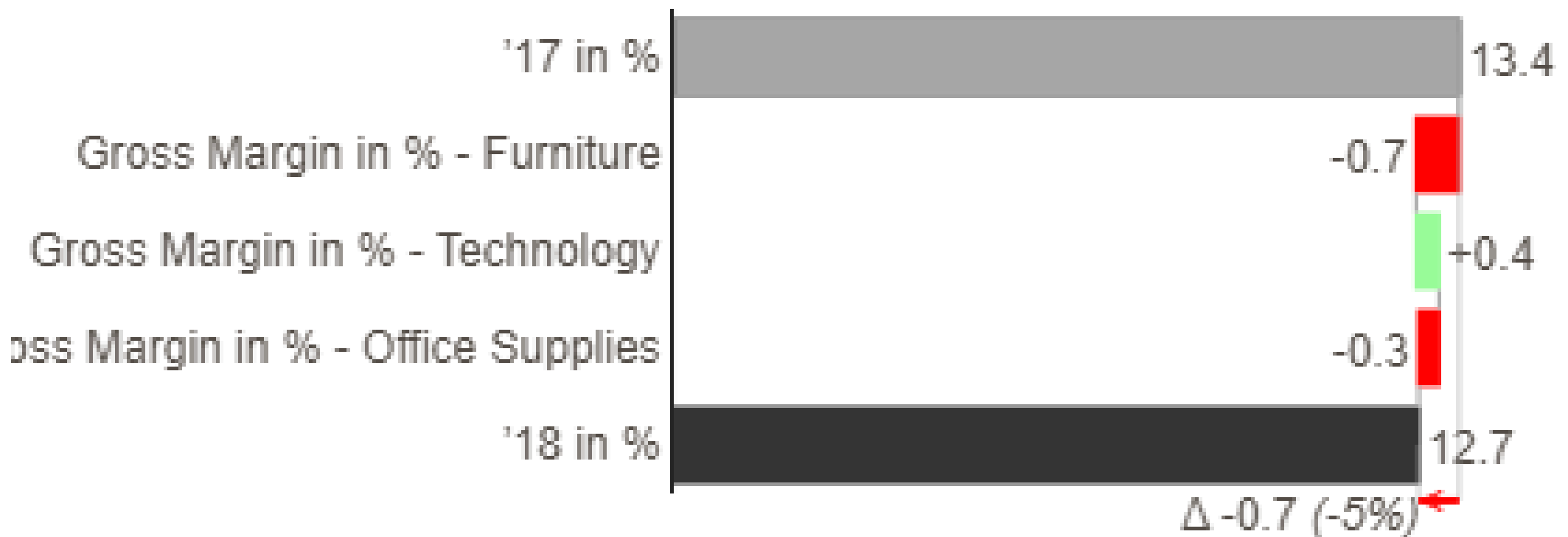
Superstore
Gross Margin in kUSD by Region
'18 AC vs PY



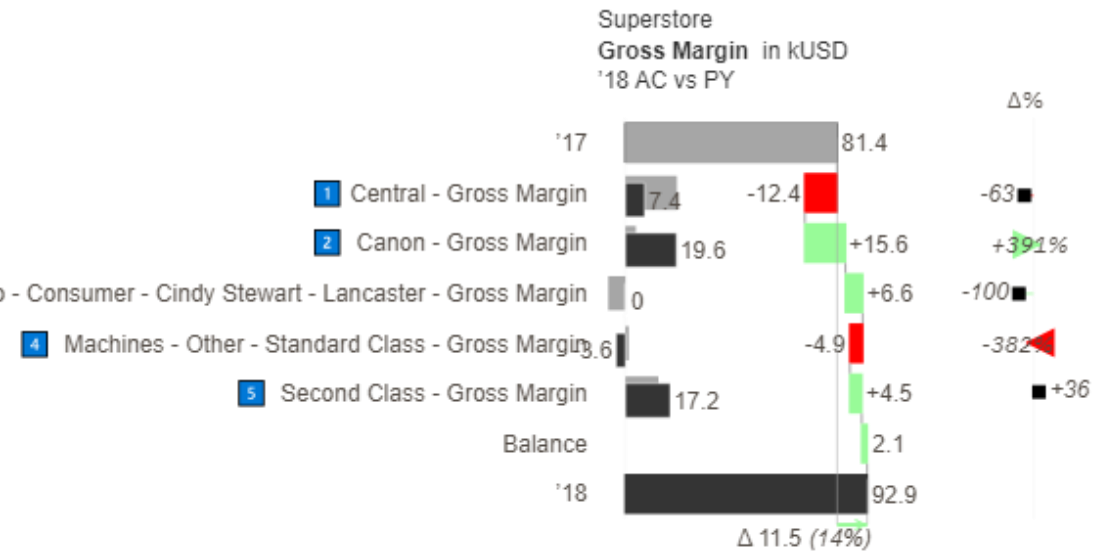
Superstore

Gross Margin in % in USD by Category

'18 AC vs PY



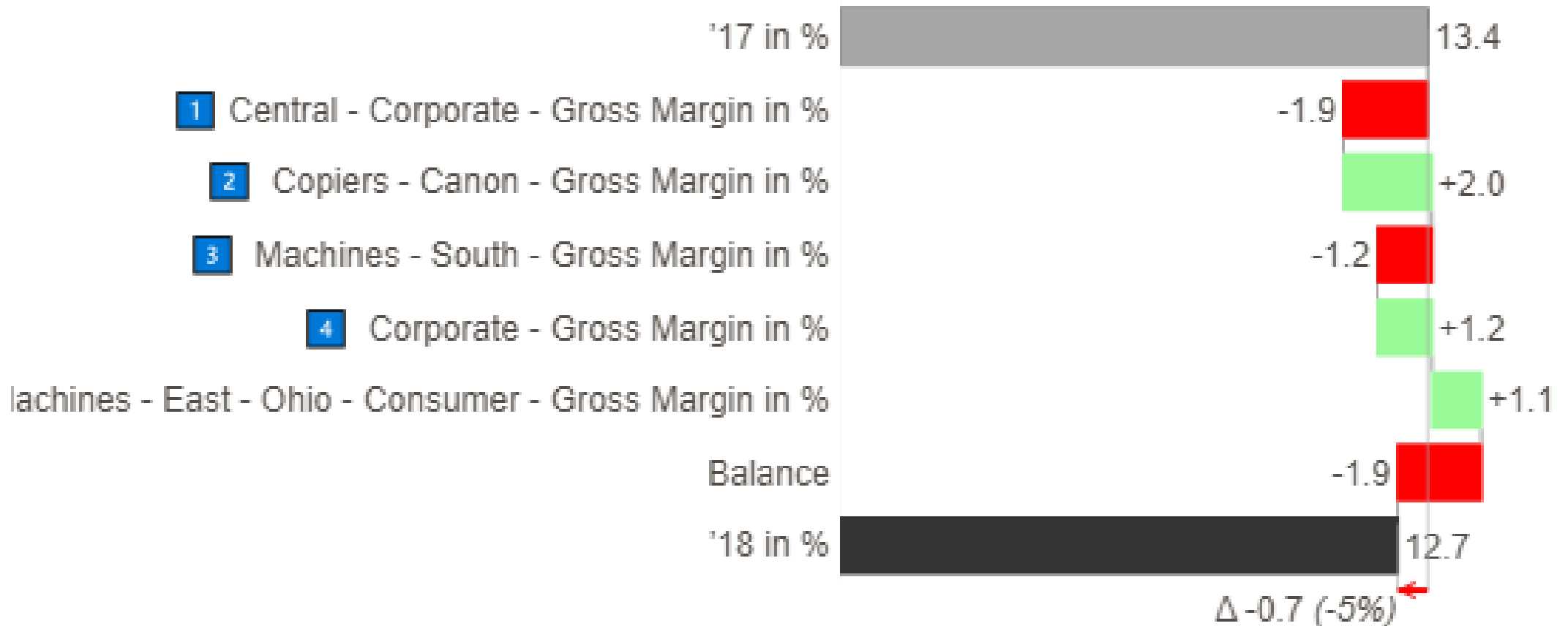
Cubify Cubex 3d Printer Double Head Print - Cubify - Standard Class - Ca-2017-108196 - East - Ohio - Consumer - Cindy Stewart - Lancaster - Gross Margin



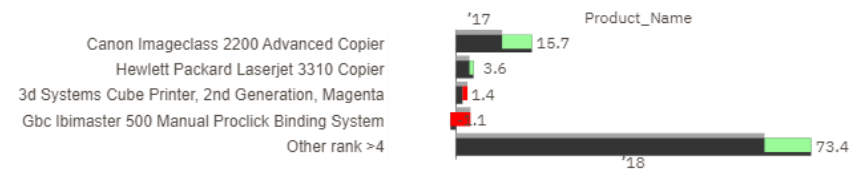
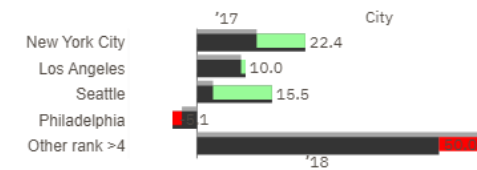
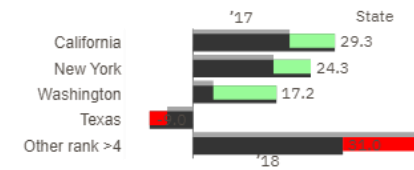
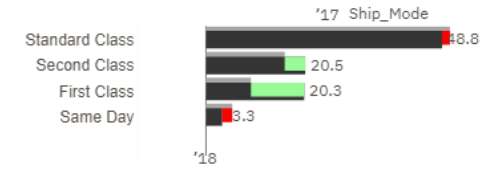
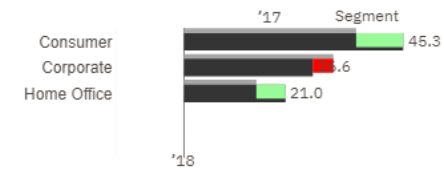
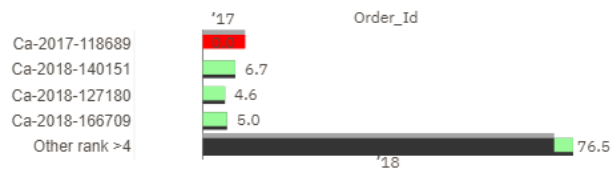
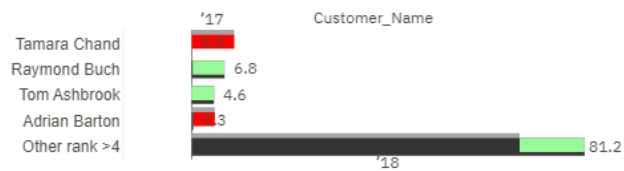
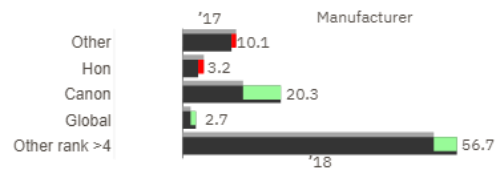
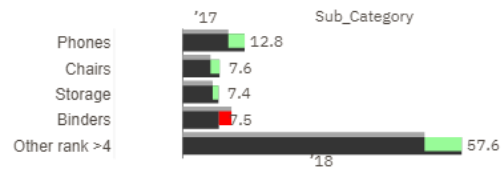
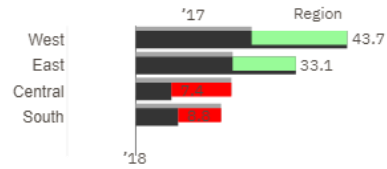
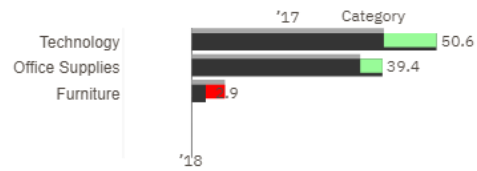
Superstore

Gross Margin in % in USD

'18 AC vs PY

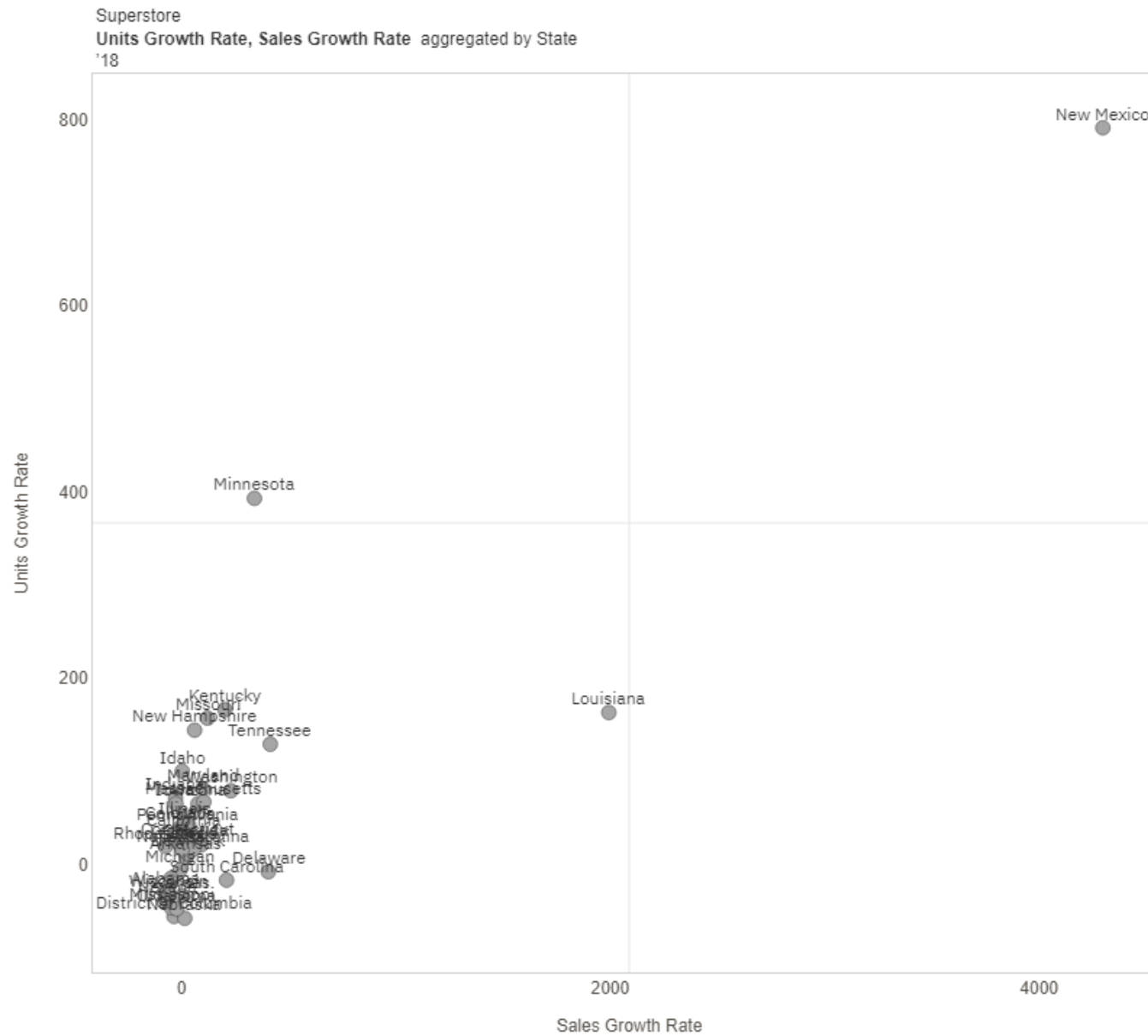


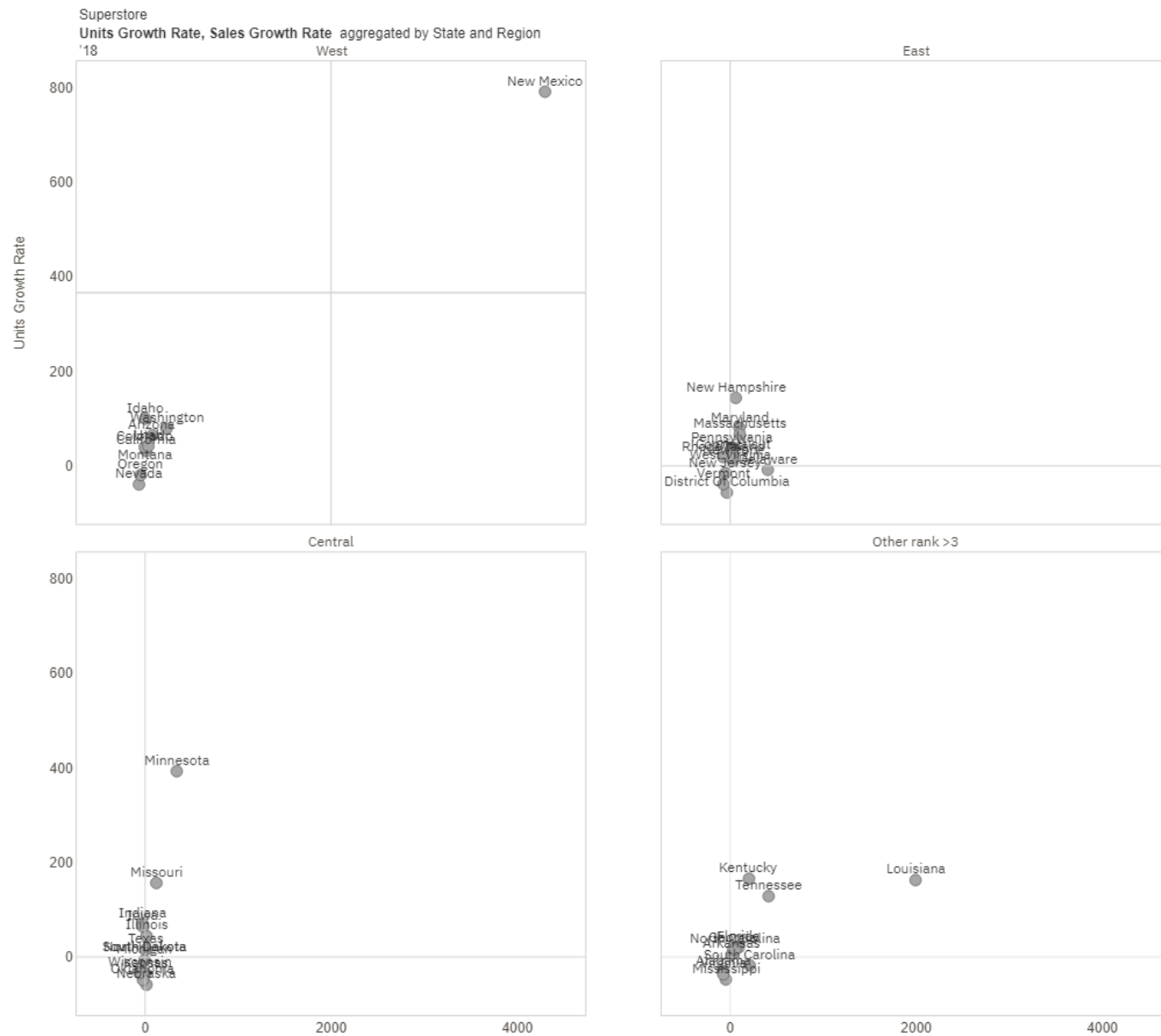
Superstore
Gross Margin in kUSD by dimension
'18 AC vs PY



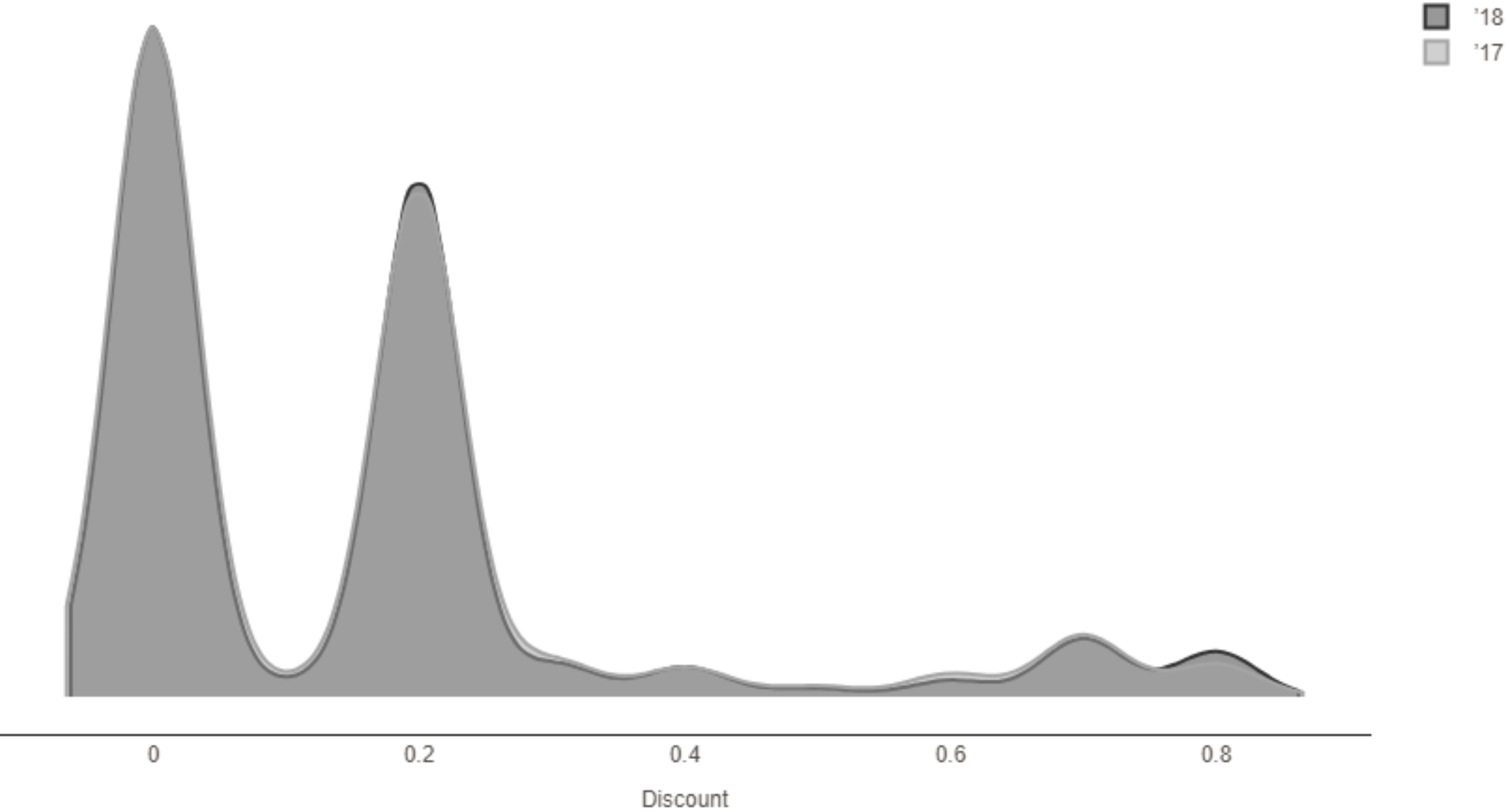
Superstore
Sales by Product_Name in USD
'15 to '18







Superstore
Discount in USD, by observation
'17 vs '18



Superstore
Discount in USD, by observation by Ship_Mode
'17 vs '18

